



MARION COUNTY  
HEALTH DEPARTMENT

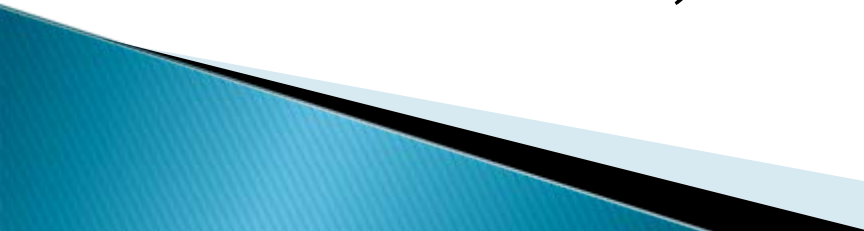
*Making a difference*

# CULTURAL DIVERSITY

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# LATIN AMERICA / AMERICA LATINA

From a cultural perspective, Latin America generally includes those parts of the Americas where Spanish, French, or Portuguese prevail:

- ▶ Mexico, most of Central America, South America, and part of the Caribbean, in which Haiti (a non-Hispanic country with some Hispanic cultural influence) is generally included.
  - ▶ There is also an important Latin American cultural presence in the US (e.g. California and the Southwest, and cities such as New York and Miami).
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# Latin America / América Latina

- Language

**Spanish** is the predominant language in the majority of these countries.

**Portuguese** is spoken primarily in Brazil, where it is both the official and the national language.

**French** is also spoken in smaller countries, in the Caribbean, and French Guiana.





# Latin America / América Latina

There are 21 Latino countries, although most Latinos speak the same language and share similar values, there are vast differences among national groups.

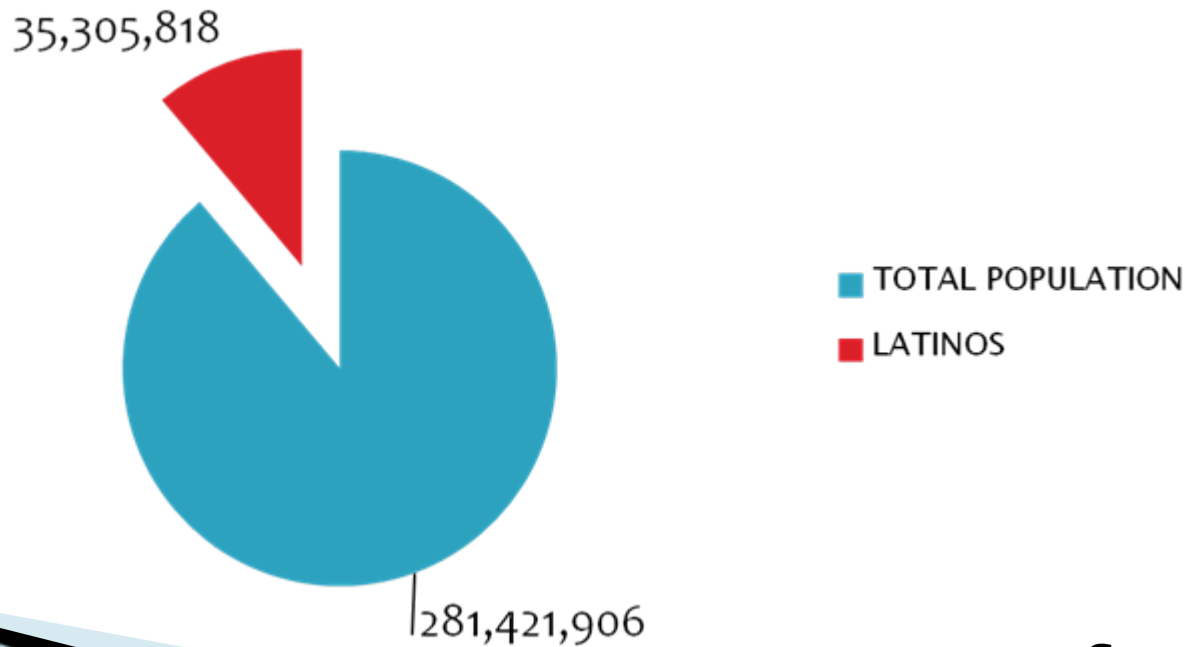
Each country has different regions, diets, annual celebrations and customs.

Latinos are not monolithic, and to treat all Latinos alike is a common error.

- ▶ Argentina
- ▶ Bolivia
- ▶ Brazil
- ▶ Chile
- ▶ Colombia
- ▶ Costa Rica
- ▶ Cuba
- ▶ Dominican Republic
- ▶ Ecuador
- ▶ El Salvador
- ▶ Guatemala
- ▶ Haiti
- ▶ Honduras
- ▶ Mexico
- ▶ Nicaragua
- ▶ Peru
- ▶ Panama
- ▶ Puerto Rico
- ▶ Paraguay
- ▶ Uruguay
- ▶ Venezuela

# LATINOS IN THE US

		%
<b>Total population</b>	<b>281,421,906</b>	<b>100</b>
Hispanic or Latino	35,305,818	12.5
Not Hispanic or Latino	246,116,088	87.5



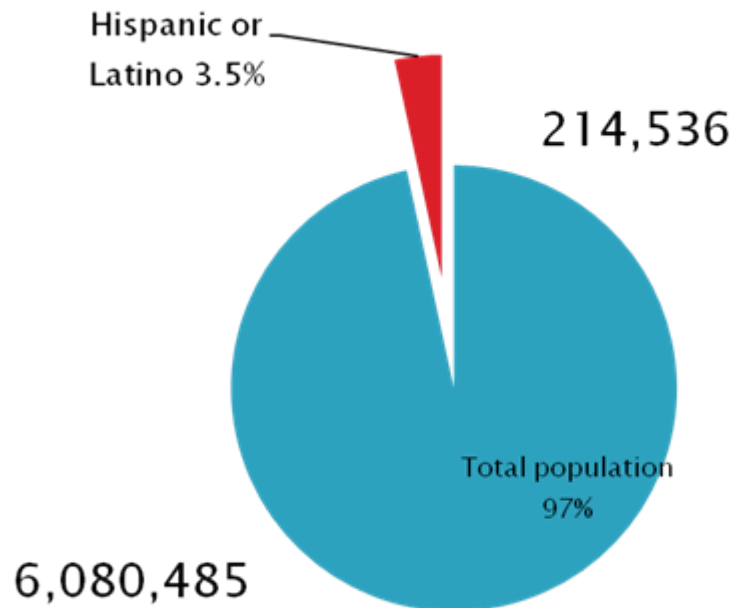
Census 2000

# LATINO POPULATION IN THE US

TOTAL POPULATION	281,421,906
LATINOS	35,305,818
MEXICAN	20,640,711
PUERTO RICAN	3,406,178
CUBAN	1,241,685
OTHER LATINOS	10,017,244
NOT HISPANIC/LATINOS	246,116,088
WHITE ALONE	194,552,774

# LATINOS IN INDIANA

		%
<b>Total population</b>	<b>6,080,485</b>	<b>100</b>
Hispanic or Latino	214,536	3.5
Not Hispanic or Latino	5,865,949	96.5



Census 2000

# LATINOS IN INDIANA

<b>HISPANIC OR LATINO</b>	<b>Number</b>	<b>%</b>	<b>Estimate 2006-2008</b>	<b>Increase</b>
<b>Total population</b>	<b>6,080,485</b>	<b>100</b>	<b>6,335,595</b>	<b>+/- 4.19 %</b>
Hispanic or Latino (of any race)	<b>214,536</b>	<b>3.5</b>	<b>317,290</b>	<b>+/- 48%</b>

## Projected growth:

- Latino population will increase by more than 15% between 2005 and 2015
- More than 20% between 2015 and 2025

# THE SHIFTING DEMOGRAPHICS

The last decades have seen a significant growth of the Latino population in the US

- 1990 = 22.4 million
- 2000 = 35.3 million 57.9 %
- 2010 = ?

## INDIANA

- 1990 = 98,788 1.8 %
- 2000 = 214,536 3.5 % 117 %
- 2010 = ?

Latinos make up more than 3.5% of the total population of Indiana



# HEALTH DISPARITIES OVERVIEW

Health disparities are usually a combination of different issues, environmental factors and specific behaviors.


- Demographics
- Health Status
  - Traditional Health Beliefs and practices
  - The use of Healers or Hierbateros
- Home remedies
- Diet




# VALUES

- La familia: (family)
- Personalismo: (Personal Relation with provider)
- Respect is based on status
- Differentiation of gender roles
- Unconditional respect for adults/older
- Deference to authority

# BARRIERS

- Social and Economic Well-Being
    - POVERTY
    - EDUCATION
    - INCOME
  - Language / culture
  - Documentation status
  - Access to health care
- 

# BARRIERS TO HEALTH CARE

- Lack of health coverage
  - Lack of knowledge of available services
  - Cost of health services
  - Discomfort with health care services and facilities due to a language and cultural barrier
  - The under-representation of Latino health care professionals
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# Latinos' Opinions on Healthcare

Undocumented Latino immigrants receive/share health advice from family, friends, churches, or community groups.



# REACHING OUT THE LATINO COMMUNITY

- ▶ Teaching process
- ▶ Gain and maintain trust

## PROCESS

- Planning
- Delivery
- Evaluation



# Be aware

- ▶ Physical distance
- ▶ Communication among Latinos/Hispanics
- ▶ Important places to meet
- ▶ Latinos and public speaking
- ▶ Greetings
- ▶ Informal settings



# CHALLENGES

- ▶ Existing infrastructure of Indiana
- ▶ Accessibility
- ▶ Outreach programs
- ▶ Community based organizations
- ▶ Awareness
- ▶ Educational opportunities
- ▶ Newcomer Integration

# Learn a few key Spanish words and phrases

- ▶ Praising
  - - ¡Que bueno!, ¡Excelente!
- ▶ Mucho Gusto
  - - Pleased to meet you or Nice to meet you
- ▶ Cómo estas?
  - - How are you?
- ▶ Cómo te llamas?
  - - What is your name?
- ▶ Gracias
  - – Thank you!
- ▶ De nada or A tu orden
  - – You are welcome



**MUCHAS GRACIAS!**



**THANK YOU!**





