

Communication strategies for Latinos Adult Immunization Conference – 2016

Milagros Abreu, MD, MPH

President/ CEO and Founder

The Latino Health Insurance Program, Inc.

Tel: 508-875-1237, help@hiprogram.org

www.lhiprogram.org





Disclosure of Relevant Financial Relationships

I, Milagros Abreu, MD PhD, 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

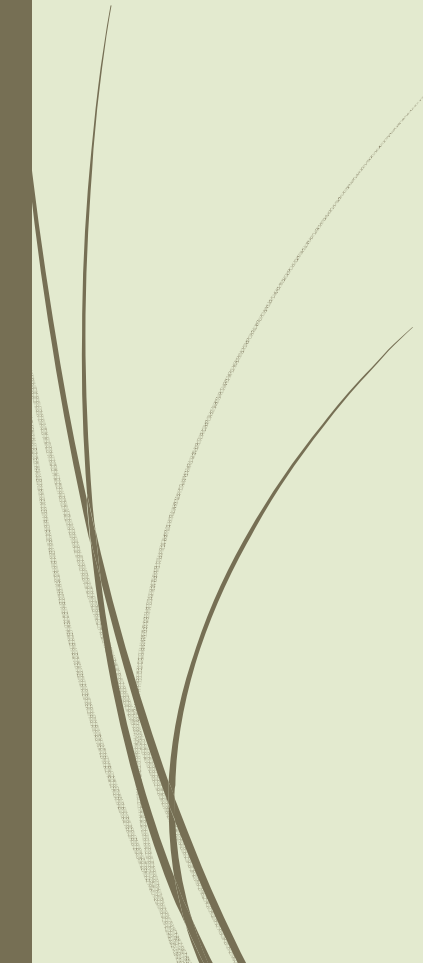
1. Community Based organizations: can outreach to the Latino community to educate and support these individuals through the health care system.
2. Faith Based organizations: can serve as importance source of information and outreach
3. Latino Media: can support important media outreach campaigns for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

Latin America





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
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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
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



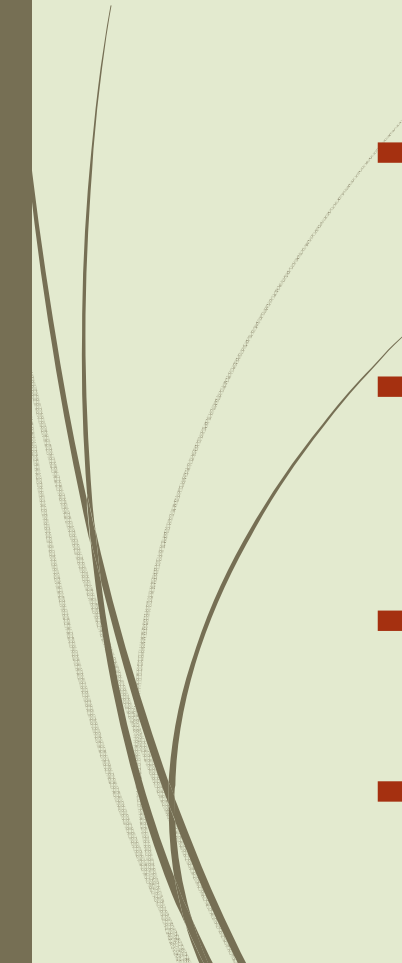


Disparity in Access among Latinos

- ▶ 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
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Role of the Community Based Organizations in cancer prevention

- ▶ Outreach to underserved and hard to reach men and women for the Latino community
 - ▶ Educate clients about breast, cervical and colorectal health
 - ▶ Increase Breast, Cervical, and Colorectal screenings
 - ▶ Collaborate with Community Based Organizations to assure linkages to medical services
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Outcomes

2014 – 2015

Education & Outreach:

- ▶ 708 individuals in the community have been educated about cancer prevention and screenings (401 Spanish speakers, 276 Portuguese speakers and 30 English speakers)
- ▶ 595 Cancer education sessions were conducted using DPH cancer education modules

Clinical & community linkages

- ▶ 280 Patients have done or scheduled a physical exam
- ▶ 114 Patients have had cervical cancer screenings
- ▶ 118 Patients have had breast cancer screenings
- ▶ 48 Patients have done or scheduled colo-rectal cancer screenings

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

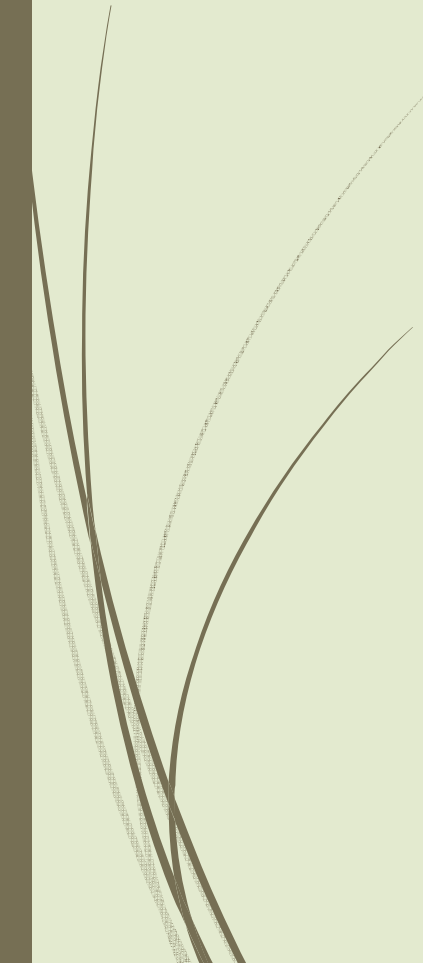
- Infrastructure to support & sustain interventions

- Sampling frame for evaluation efforts





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 cancer prevention
 - ▶ Using known Hispanic and Brazilian media
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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.

Contact us:

The Latino Health Insurance, Inc.

88 Waverly Street, 1st floor

Framingham, MA 01702

Tel: 508-875-1237

Fax: 508-875-1261

help@lhiprogram.org

www.lhiprogram.org

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