



Voces Latinas,

# MOVING LATINOS IN THE NEW AGE



# AGENDA

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- ✘ Introductions/expectations
- ✘ Our work
- ✘ Who is the community you serve?
- ✘ Digital Gap: Pew Research
- ✘ Voces: Community Assessment
- ✘ Closing the gap
- ✘ Promotoras
- ✘ Successes
- ✘ Final thoughts/questions



# LA ROOSEVELT



# VOCES LATINAS

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- ✘ Grass root organization located in the heart of Jackson Heights- 9 years working in Western Queens
- ✘ We aim to reduce both violence and HIV among immigrant Latinas
- ✘ We believe that people from the community are the best educators
- ✘ Our promotora model is integrated in all of our programs
- ✘ Non-traditional hours and workplace



# WHO IS YOUR LATINO POPULATION?

Latino account for over 20 Latino speaking countries, who do you serve?

Are they assimilated to the American culture?

Are they undocumented?

What is their age group?

What are there educational background?

Do you cater to a broad representation of Latinos, how do you manage the diversity?



# CLOSING THE DIGITAL DIVIDE: LATINOS AND TECHNOLOGY ADOPTION : PEW RESEARCH

Between 2009 and 2012, the share of Latino adults who say they go online at least occasionally increased 14 percentage points, rising from 64% to 78%.

Among whites, internet use rates also increased, but only by half as much—from 80% in 2009 to 87% in 2012.

In 2012, 86% of Latinos said they owned a cellphone, up from 76% in 2009.

Latino internet users are more likely than white internet users to say they go online using a mobile device—76% versus 60%. Meanwhile, Latino and black internet users are equally likely to access the internet from a mobile device—76% and 73% respectively.

Nearly eight-in-ten (78%) Latino adults go online at least occasionally, compared with 87% of whites and 78% of blacks.

# PEW RESEARCH CONTINUE.....

Some 72% of Latinos say they own a desktop or laptop computer, compared with 83% of whites. Among blacks, 70% are computer owners.

**Social Networking Site Use:** Among internet users, similar shares of Latinos (68%), whites (66%) and blacks (69%) say they use social networking sites like Twitter and Facebook at least occasionally.

Among Latinos, among whites and among blacks, three key demographic characteristics are correlated with technology adoption.

- Young people ages 18 to 29 have higher adoption rates than those ages 65 and older
- Levels of educational attainment are also linked to adoption rates—those with some college experience have higher technology adoption rates than those with less than a high school diploma
- And annual family income is correlated with technology adoption—those with higher incomes also have higher adoption rates than those with lower incomes.

## COMMUNITY ASSESSMENT:

### 50 PARTICIPANTS AND ONGOING UNTIL SPRING

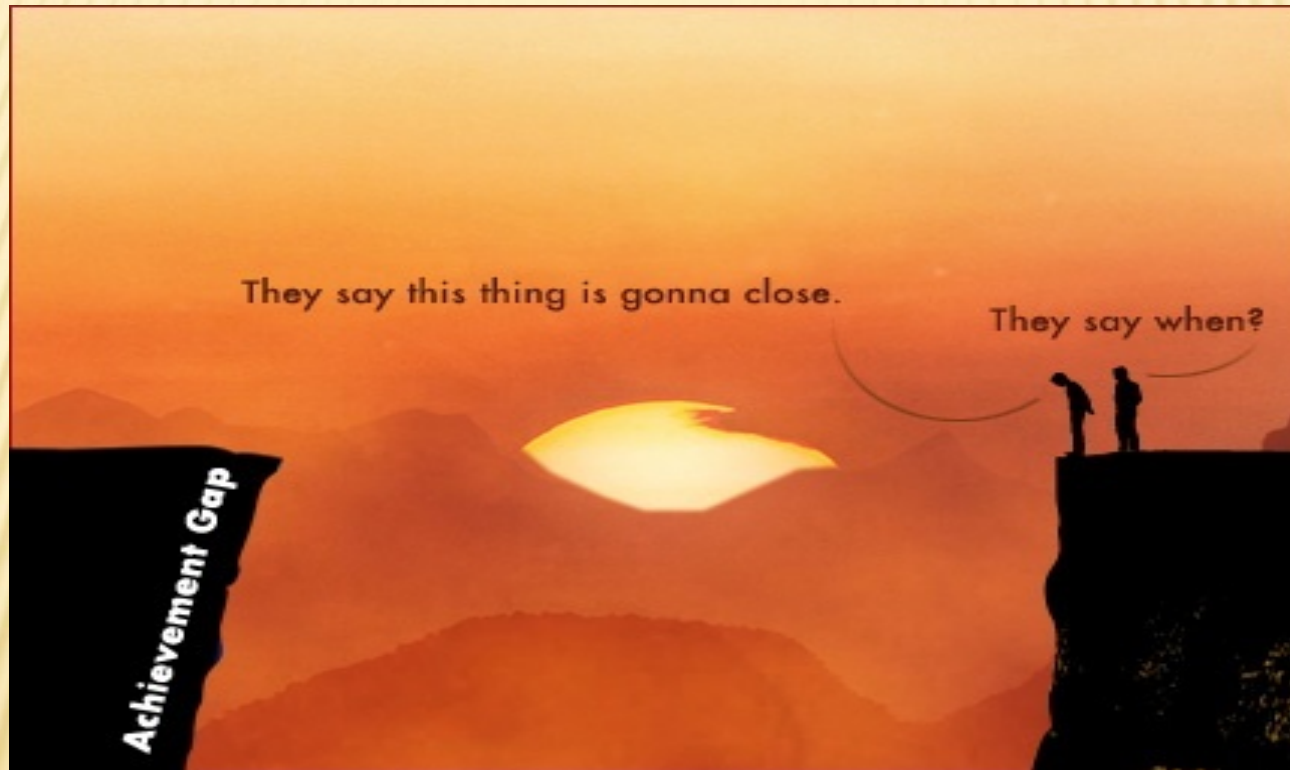
- ✘ Respondents were 83% males and 10% females
- ✘ Age group: 31%- 35-49, 28%-25-34, 24%-18-25
- ✘ 79% reported not having a doctor and 79% of them did not have insurance
- ✘ 29% stated that they seek sex through chica cards and 14% seek sex through the bars
- ✘ 17% reported having sex out of necessity
- ✘ Top two choices for support are friends and spouse



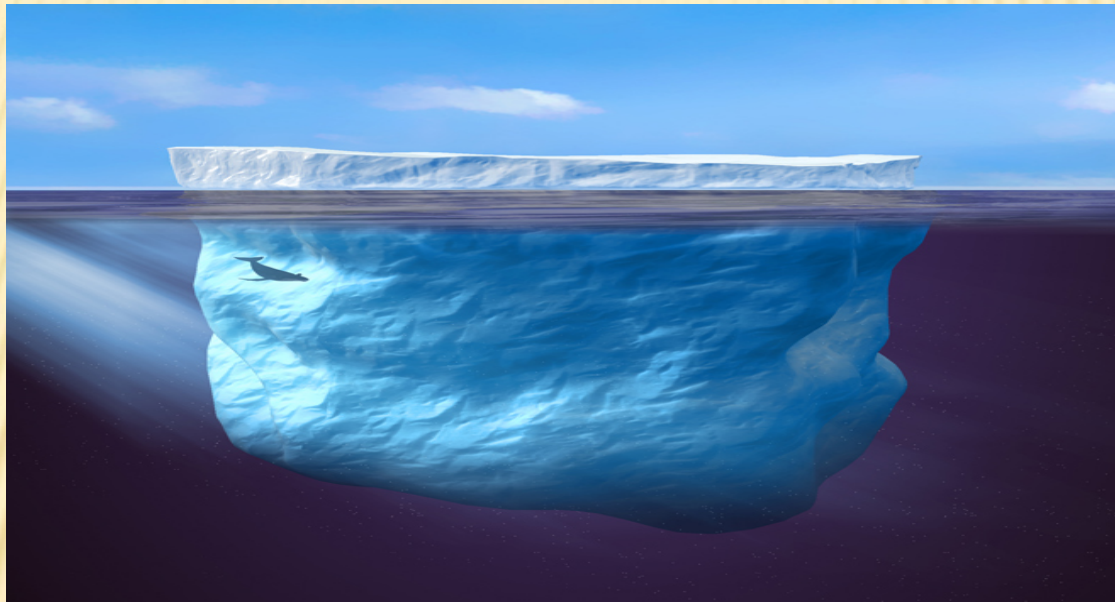
# COMMUNITY ASSESSMENT CONTINUE

- ✘ Top three needs employment, housing, and immigration
- ✘ 90% believe that violence is a problem in their community
- ✘ Split in the middle: 45% have experienced violence and 48% have not
- ✘ 2012 we conducted 1, 548 HIV test, 428 of them were uninsured

# CLOSING GAPS: GROUP EXERCISE



# EDUCATION FROM TOP TO BOTTOM



<http://abclocal.go.com/wabc/video?id=8912387&pid=null&syndicate=syndication=>

# RESPONSE:

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- ✘ Re-development/clean up=higher living cost, lost of income, and increase of isolation
- ✘ Get this place to the right path=there is a problem that must be fixed, blame focused
- ✘ Prostitution=lack of spaces for men, sexualization of women, strict gender roles, lack of safe spaces, and lack of employment
- ✘ See something if you see something=Immigrants do not want to get involve with crimes due to undocumented status

# “HARD TO REACH POPULATION”

So when you come to knock at the door of a Puerto Rican home you will be encountered by this feeling.....he senses that 99 persons out 100 knock at his door because they want something from him and not because they desired to be his friend--a friend solving mutual problems that affect them both.

That is why you must come many times to that door. You must prove yourself a friend, a worker who is also being oppressed by the same forces that keep the Puerto Rican down. Only then will the Puerto Rican open his heart to you. Only then will he ask you to have a cup of black coffee with him in his own kitchen.

Before you come to understand a person, to deserve a people's love, you must know them. You must learn to appreciate their history, their culture, their values, their aspirations for human advancement and freedom.

Jesus Colon

# CULTURE NORMS AMONG LATINOS

**Fatalismo:** refers to a general belief that the course of fate cannot be changed and that life events are beyond one's control. In the health literature, fatalism usually is conceptualized as a set of pessimistic and negative beliefs and attitudes regarding health-seeking behaviors, screening practices, and illness.

**Machismo and Marianismo:** is related to the social domination and privilege that men have over women in economic, legal, judicial, political, cultural and psychological spheres. Ideas about *machismo* can be explicit or not; however, they contribute to discrimination against women. Boys typically grow up learning that they are strong and can obtain their goals by being aggressive. They also learn that in the future they must be the 'protector' of their wife and family. **marianismo** include gender inequality, lack of communication between partners about sexuality and violence in relationships.

**Familismo:** a Latino cultural value, refers to the importance of strong family loyalty, closeness, and getting along with and contributing to the wellbeing of the nuclear family, extended family, and kinship networks. Evidence suggests that familismo is a protective factor for Latino families as this cultural value, for example, has been linked to positive health outcomes including lower levels of substance and drug abuse.

# CULTURE NORMS AMONG LATINOS..CONTINUED

**Respeto:** Respect is a value that stems from understanding your self worth and treating yourself accordingly based on this understanding and appreciation. It will be reflected upon those around you as once you can see you self worth then you will be free to see that of others also. It will effect everything about you from how you live your private life to how you live your public life. When you have a true and high level of respect as is the value of the Hispanic culture, your private life and your public life will be very

**Personalismo y Simpatia:**is an emphasis on politeness and courtesy, and establishing a good rapport with someone — a personal connection — before getting down to business or the task at hand. is a Latino cultural ethos that guides individuals to be polite, agreeable, likeable, and respectful in interpersonal interactions

# PROMOTORA:

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- ✘ Are the bridge to healthcare system and legal services
- ✘ Increases access to the community
- ✘ Increase preventive education
- ✘ Provide linkage to multiple services
- ✘ Are mentors/friends
- ✘ From the community: sense of trust
- ✘ Remove cultural and linguistic barriers
- ✘ Increases trustworthiness of institution
- ✘ Experts in canvassing their own community





# COMMUNITY VIEWS

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- ✘ <http://corporate.univision.com/2012/hispanic-research/cultural-differences-create-gaps/#axzz2NFi00r3H>
- ✘ <http://corporate.univision.com/2012/content-types/articles/consumer-testimonials-natural-remedies-and-over-the-counter-medications/#axzz2NFj5jH1g>

# SUCCESS

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- ✘ Economic empowerment
- ✘ Peer support
- ✘ Patient navigation/sense of care
- ✘ Non traditional hours/workplace
- ✘ Family focus
- ✘ Building non-traditional partnerships
- ✘ Work on the intersections of violence, stigma, and cultural norms

# FINAL THOUGHTS:

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- ✘ Being on the same page: management to front line staff
- ✘ Engaging elected officials in critical conversation involving the underlying issues that affect our community
- ✘ Providing services that are culturally and linguistically sensitive to undocumented communities
- ✘ Recognize the voice of our community by giving them a space to speak
- ✘ Building partnerships