National Latino AIDS Awareness Day
October 15th

- Goals of the Webinar:
  - Provide a clear picture of the latest data on the Latino community nationally.
  - Explore regional realities and trends that can inform the work that is done in health departments’ jurisdictions.
  - Discuss the diversity among Latino communities and how to apply this information to your work.
  - Provide an opportunity to uncover areas of interest for future webinars and other technical assistance.
Presenters

- Francisco X. Gaytán, Ph.D., M.S.W.
  - Assistant Professor, Social Work
  - Director, ENLACE Leadership Institute
  Northeastern Illinois University

- Maria Chaidez
  - Statewide Linkage to Care Coordinator
  Colorado Department of Public Health and Environment
Considering the Growing Latino Population for HIV and AIDS
Policymakers and Practitioners

Francisco X. Gaytán, Ph.D., M.S.W.
Professor
Northeastern Illinois University
Latinos in the U.S.

- 2010 Census data
  - 308 million in the U.S
  - Over 50 million Latinos compared to 35.5 million Latinos in 2000
  - 1 out of 6 or 16.5% of the U.S. population is Latino
  - 1 out of 3 (34.6%) Latinos are under 18
  - About 1 out of 5 (22.4%) Whites are under 18
Who is Latino?

We are not a seamlessly uniform people. We do not necessarily share culture of a common history. We are South Americans, Central Americans, Mexicans, and Caribbean’s [sic], scrambled and sliced in different ways. We are jungle people, coastal people, desert people, island people, urban people. We have-even as Latinos-a melting pot of our own.

(Arana, 2001, as quoted in Delgado, p. 14)
Hispanics in the U.S.: Origin and Place of Birth

There are over 50.5 million Hispanics in the U.S., and 37% are foreign-born. This share varies greatly between each of the country of origin groups.

63% Born in U.S.
31,912,465

37% Foreign-born
18,817,105

Total: 50,729,570

Country of Origin Key
SIZE: Number of Hispanics by country of origin
COLOR: Percent of Hispanics who are foreign born

Source: Pew Research Center Hispanic Trends Project
In 1980, the U.S. population of 226.5 million included 14.6 million Hispanics. The Hispanic population was concentrated in the 47 counties (out of more than 3,100) that had at least 50,000 Hispanic residents. The map below shows where Hispanics lived in the U.S. in 1980 and provides detailed information on the 10 counties with the largest Hispanic populations.

Source: Pew Research Center Hispanic Trends Project
In 1990, the U.S. population of 248.7 million included 22.4 million Hispanics. From 1990 to 2000 the Hispanic population increased 58% and began dispersing to areas outside the southwest. The map below shows where Hispanics lived in the United States in 1990 and provides detailed information on the 10 counties with the largest Hispanic populations.
In 2000, the U.S. population of 281.4 million included 35.3 million Hispanics. The map below shows where Hispanics lived in the United States in 2000 and provides detailed information on the 10 counties with the largest Hispanic populations.
In 2010, the U.S. population of 309 million included more than 50 million Hispanics. The map below shows where Hispanics lived in the United States in 2010 and provides detailed information on the 10 counties with the largest Hispanic populations.

Population data on all U.S. counties

Source: Pew Research Center Hispanic Trends Project
Occupation of the Employed Male Civilian Population 16 Years and Older: 2006

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Total</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional</td>
<td>31.0</td>
<td>13.7</td>
</tr>
<tr>
<td>Service</td>
<td>19.6</td>
<td>13.4</td>
</tr>
<tr>
<td>Sales and Office</td>
<td>17.9</td>
<td>14.1</td>
</tr>
<tr>
<td>Construction and Maintenance</td>
<td>26.8</td>
<td>18.0</td>
</tr>
<tr>
<td>Production and Transportation</td>
<td>22.8</td>
<td>18.6</td>
</tr>
<tr>
<td>Farming, Fishing, and Forestry</td>
<td>1.1</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Source: U.S. Census
Occupation of the Employed Female Civilian Population 16 Years and Older: 2006

- Professional: 37.3%
  - Total: 22.5%
  - Hispanic: 14.8%
- Service: 29.6%
  - Total: 20.1%
  - Hispanic: 9.5%
- Sales and Office: 35.1%
  - Total: 33.8%
  - Hispanic: 11.9%
- Farming, Fishing, and Forestry: 1.2%
  - Total: 0.3%
  - Hispanic: 0.3%
- Construction and Maintenance: 0.9%
  - Total: 0.7%
  - Hispanic: 0.7%
- Production and Transportation: 11.9%
  - Total: 6.5%
  - Hispanic: 5.4%

Source: U.S. Census
% 25+ HS Grad

Central American-Foreign: 49.60%
Central American-U.S.: 85.80%
Cuban-Foreign: 70.80%
Cuban-U.S.: 90.80%
Puerto Rican-Island: 63.50%
Puerto Rican-mainland: 82.50%
Mexican-Foreign: 38.70%
Mexican-U.S.: 77%
All Latinos: 60.90%

Source: U.S. Census Bureau, 2009 American Community Survey
% Unemployed

Central American-Foreign: 11.10%
Central American-U.S.: 15.50%
Cuban-Foreign: 11.70%
Cuban-U.S.: 11%
Puerto Rican-Island: 13.10%
Puerto Rican-mainland: 15.80%
Mexican-Foreign: 10.40%
Mexican-U.S.: 13.10%
All Latinos: 13.50%

Source: U.S. Census Bureau, 2009 American Community Survey
% In Poverty

- Central American-Foreign: 20%
- Central American-U.S.: 23.90%
- Cuban-Foreign: 17.10%
- Cuban-U.S.: 13.20%
- Puerto Rican-Island: 25.20%
- Puerto Rican-mainland: 25.10%
- Mexican-Foreign: 26.20%
- Mexican-U.S.: 24.20%
- All Latinos: 23.30%

Source: U.S. Census Bureau, 2009 American Community Survey
% No Health Insurance

- Central American-Foreign: 54.80%
- Central American-U.S.: 20.30%
- Cuban-Foreign: 29.30%
- Cuban-U.S.: 15.30%
- Puerto Rican-Island: 16.60%
- Puerto Rican-mainland: 14.70%
- Mexican-Foreign: 57.10%
- Mexican-U.S.: 21%
- All Latinos: 31.30%

Source: U.S. Census Bureau, 2009 American Community Survey
In 2009, Latino men accounted for 79% (7,400) of new infections among all Latinos. The rate of new infections among Latino men was two and a half times as high as that of white men (39.9/100,000 vs. 15.9/100,000).

In 2009, Latino men who have sex with men (MSM) accounted for 81% (6,000) of new HIV infections among all Latino men and 20% among all MSM. Among Latino MSM, 45% of new HIV infections occurred in those under age 30.

While Latina women accounted for 21% (2,000) of new infections among Latinos in 2009, their rate of HIV infection was more than four times that of white women (11.8/100,000 vs. 2.6/100,000).

Source: Center for Disease Control
Latinos and HIV/AIDS

- At some point in life, 1 in 36 Latino men will be diagnosed with HIV, as will 1 in 106 Latina women.

- In 2009, Latinos accounted for 19% of the 42,959 new diagnoses of HIV infection in the 40 states and 5 US dependent areas with long-term confidential name-based HIV infection reporting.

- In 2009, an estimated 7,442 Latinos were diagnosed with AIDS in the US and 5 US dependent areas. This number has decreased since 2006.

- By the end of 2008, an estimated 111,438 Latinos with an AIDS diagnosis had died in the US and dependent areas. In 2007, HIV was the fourth leading cause of death among Latinos aged 35–44 and the sixth leading cause of death among Latinos aged 25–34 in the US.

Source: Center for Disease Control
Policy Challenges for Latino Immigrants

- Limits on federal program eligibility for unauthorized Latinos may reduce likelihood of accessing public services for their children
  - All immigrants, documented or not, are ineligible for most federal programs in first 5 years in U.S.
- Evidence of limited or erroneous knowledge about how social welfare programs work and eligibility requirements
  - Fears of needing to pay back for used services
  - Fears of exposing self to potential scrutiny by government agents/increasing risk of deportation
- Cultural norms about self-reliance
Four Perspectives on Addressing Culture in Service Delivery

- Ignore Culture
  - “We’re all the same.”
- Undermine Culture
  - Culture is the problem. “Your people don’t understand.”
- Modify Current Practices
  - Keep most of what we do, but remember to be sensitive to those who are different
- Collaboration and Incorporate Cultural Assets
  - Make the “other” culture full members in decision-making

From Delgado Chapter 5: Access Challenges to Service Delivery
Latino Culture: Beliefs/Attitudes/Meaning

- Machismo
- Marianismo
- Respeto
- Educación
- Sympatía
- Confianza
Latino Culture: Beliefs/Attitudes/Meaning

- **Machismo**
  - MSM
  - Reluctant to seek help
- **Marianismo**
  - Lower use of contraceptives
- **Respeto**
  - Needing explicit direction from authority figures
- **Educación**
  - Well-mannered, quiet, unwillingness to discuss “private” matters
- **Confianza**
  - Deep trust; above boundaries can be crossed, but only with strong relationships
Latino Best Practice Framework

- Importance of social relationships
- Biculturality/bilinguality and use of preferred language
- Stressing cultural values
- Incorporation of strengths/assets
- Fostering positive ethnic identity
- Mediating the effects of acculturation

From Delgado Chapter 4: Best Practices with Latinos
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Finding Common Ground

17 October 2013
Maria Chaidez
Statewide Linkage to Care Coordinator
Goals by 2015

- Increase to 85% the percentage of persons linked to care within 3 months
- Increase to 75% the percentage of persons who have a CD4/VL test within 3 months of diagnosis for all races & ethnicities
- Increase by 10% the percentage of person in HIV care whose most recent viral load test result was undetectable
- Increase by 20% the percentage of gay, bisexual, MSM, Black/African American, and Hispanics/Latinos with undetectable viral load results
Colorado Demographics

- According to the US Census
  - 41% increase, from 2000 to 2010 among Hispanic/Latino population in Colorado
  - The main three counties with largest Hispanic/Latino population are Adams, Arapahoe and Denver
  - Next largest (descending order) Boulder, Larimer, El Paso, Pueblo and Weld Counties
### New HIV Cases by Foreign-Born Status and Other Characteristics, 2008-2012

**Proportion of Cases with Select Characteristic at HIV Diagnosis**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Male</th>
<th>Age &gt; 30 years</th>
<th>MSM</th>
<th>Heterosexual</th>
<th>Late HIV Diagnosis</th>
<th>Live in Denver TGA*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td><strong>U.S.-Born</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>56%</td>
<td>68%</td>
<td>81%</td>
<td>6%</td>
<td>32%</td>
<td>69%</td>
<td>1037</td>
</tr>
<tr>
<td>Black</td>
<td>10%</td>
<td>54%</td>
<td>60%</td>
<td>15%</td>
<td>24%</td>
<td>81%</td>
<td>222</td>
</tr>
<tr>
<td>Hispanic (All Races)</td>
<td>21%</td>
<td>47%</td>
<td>73%</td>
<td>7%</td>
<td>39%</td>
<td>76%</td>
<td>415</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>1%</td>
<td>57%</td>
<td>67%</td>
<td>19%</td>
<td>19%</td>
<td>71%</td>
<td>21</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1%</td>
<td>71%</td>
<td>33%</td>
<td>48%</td>
<td>33%</td>
<td>52%</td>
<td>21</td>
</tr>
<tr>
<td>Multiple Race</td>
<td>1%</td>
<td>54%</td>
<td>92%</td>
<td>0%</td>
<td>15%</td>
<td>77%</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>89%</td>
<td>61%</td>
<td>76%</td>
<td>8%</td>
<td>33%</td>
<td>85%</td>
<td>1729</td>
</tr>
<tr>
<td><strong>Foreign-Born</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>87%</td>
<td>52%</td>
<td>52%</td>
<td>9%</td>
<td>35%</td>
<td>74%</td>
<td>23</td>
</tr>
<tr>
<td>Black</td>
<td>37%</td>
<td>62%</td>
<td>3%</td>
<td>61%</td>
<td>32%</td>
<td>80%</td>
<td>115</td>
</tr>
<tr>
<td>Hispanic (All Races)</td>
<td>86%</td>
<td>59%</td>
<td>60%</td>
<td>17%</td>
<td>53%</td>
<td>75%</td>
<td>138</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>73%</td>
<td>77%</td>
<td>27%</td>
<td>50%</td>
<td>41%</td>
<td>68%</td>
<td>22</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>86%</td>
<td>61%</td>
<td>70%</td>
<td>36%</td>
<td>43%</td>
<td>72%</td>
<td>298</td>
</tr>
</tbody>
</table>

Goal 1: All Colorado Department of Public Health and Environment (CDPHE) programs address the needs of racial and ethnic minority populations.

Goal 2: Increase access to health and environmental data for racial and ethnic populations.

Goal 3: Establish policies and procedures ensuring meaningful minority community involvement and participation in all planning, monitoring and evaluation of CDPHE activities.
Goal 4: Improve work force diversity within the department and promote the need for diversity in public and environmental health.

Goal 5: Ensure that all Limited English Proficiency (LEP) individuals receive the same quality health services (Title VI of the Civil Right Act).
STI/HIV/VH Section

- Integrated program – under one roof, same secured floor
- Diverse/Bilingual/ Staff (Goal 4, Goal 5)
  - Advantages/Disadvantages

- Client Based Program
  - Partner Services
    - DIS
  - Extended Services
    - CRCS
    - LTC
  - Ryan White Program
ADAP / Insurance Status after Implementation

UNINSURED CURRENTLY USING CICP AND HMAP

1,800 individuals

UNINSURED AFTER HCR IMPLEMENTATION – RYAN WHITE

200-300 individuals

INSURED AFTER HCR IMPLEMENTATION

1,100 Medicaid / SWAP members

300 new HIAP members

100 new HIAP members

Medicaid / CHP+

Exchange / Individual Market

Employer Sponsored Insurance
Linkage to Care

- Cases from:
  - DIS
  - CD4/VL Surveillance Data
  - External Providers
Figure 1: HIV Care Continuum for Colorado, July 1, 2012 – June 30, 2013

- People who have lived with diagnosed HIV infection for at least 12 months in Colorado with laboratory evidence of medical care in the last 10 years*
- At least one care visit past year
- Engaged in care or virologically suppressed past year**
- Virologic suppression***

* at least one care visit past year
** engaged in care or virologically suppressed past year
*** virologic suppression

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64%
58%
50%

Where do we start?
How to effectively Engage the Community?

- Clear Communication
- Build Strong Relationships
- Make easy accessible service
Communication

- On-going communication between the health department staff and the community is necessary.
  - To gain trust
  - Gather information
  - Find a solution

- Know your community resources
  - Translation Services
  - Language Line
  - Bilingual Staff
Build Strong Relationships

- Establish relationships with community based organizations and health providers
  - Who does this community trust?
  - Where is a Safe Space for clients?
  - Build a strong seamless process by:
    - Provide Active Referral
    - Navigate First Financial Screening/Medical Appointment

- During the initial conversation, identify barriers, priorities and needs of each individual
  - What are their cultural values?
    - Family
    - The American Dream
    - Stigma and HIV
    - Provide active referrals to Aids Service Organizations
Easy Accessible Services

- Community Engagement—Increase awareness of the services available
- Maintain a strong collaboration with care providers and Aids Service Organization
- Inform clients of the benefits of accessing care
- Assess clients needs for other services
- Motivate the client to use other resources
Final Thoughts

- Most importantly...
  - Be Non-judgmental
  - Be Respectful
  - Express concern and empathy
THANK YOU!!!!!!

 QUESTIONS?
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Questions?

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