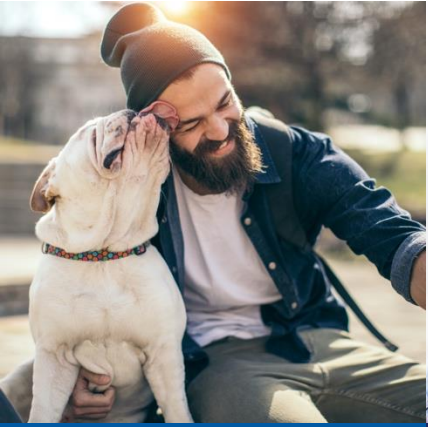


W O R K I N G T O A C H I E V E H E A L T H E Q U I T Y



CMS National Hispanic Heritage Month Webinar with Latino Connection

October 15, 2024

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Agenda

- Welcome & Opening Remarks – Ashley Peddicord-Austin, CMS OMH
 - CMS Office of Minority Health
 - CMS Resources for Supporting Spanish-Speaking Communities
 - Coverage to Care (C2C) Spanish Resources
- CMS Health Equity Award – Jessica Dawson, CMS OMH
 - 2024 CMS Health Equity Award Winners
- Latino Connection – George Fernandez
- Moderated Q & A – Jessica Dawson, CMS OMH

CMS Office of Minority Health

- **The Centers for Medicare & Medicaid Services (CMS)** is the largest provider of health insurance in the United States, responsible for ensuring that more than 150 million individuals supported by CMS programs (Medicare, Medicaid, Children's Health Insurance Program, and the Health Insurance Marketplaces).

- **The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH)** is one of eight offices of minority health within the U.S. Department of Health and Human Services. CMS OMH works with local and federal partners to eliminate health disparities while improving the health of all minority populations.



CMS Office of Minority Health

Mission

CMS OMH will lead the advancement and integration of health equity in the development, evaluation, and implementation of CMS's policies, programs, and partnerships.

Vision

All those served by CMS have achieved their highest level of health and well-being, and we have eliminated disparities in health care quality and access.



CMS Resources for Supporting Spanish-speaking Communities

- The [Understanding the Health Needs of Diverse Groups of Hispanic Medicare Beneficiaries](#) data highlight illustrates future medical needs and challenges of America's growing Hispanic population.
- The [Improving Care for People With Limited English Proficiency](#) infographic details the health disparities among people with LEP and to find relevant resources.
- CMS' [Guide to Developing a Language Access Plan](#) helps organizations ensure individuals with LEP have access to their programs.
- [A Practical Guide to Implementing the National CLAS Standards](#) explains how to implement the National Culturally and Linguistically Appropriate Services (CLAS) Standards within your organization to improve health equity.
- The [Introduction to Language Access Plans](#) course on the Medicare Learning Network helps illustrate how language access plans affect health care services for people with LEP.

DATA HIGHLIGHT
NO. 14 | OCTOBER 2018

Understanding the Health Needs of Diverse Groups of Hispanic Medicare Beneficiaries
Douglas Ritenour, MPH, Jael Rodriguez, MPH, Shondelle Wilson-Fr...
Laura A. Giordano, RN, MBA, Beth Gualtieri, RN, BSN

Introduction

The Hispanic population is the largest ethnic or racial minority group in the United States.¹ By 2060, it is expected that Hispanics will encompass nearly 30% of the total population, substantially increasing its size from 17.8% in 2016.^{2,3} In 2010, Hispanic adults constituted 6.9% of the population 65 and over. By 2050, the U.S. Census Bureau projects that this group will represent 18.4% of the older population,⁴ which will likely be reflected by similar growth in its share of the Medicare population. The U.S. Hispanic population represents a highly heterogeneous group, and their continued population growth warrants additional research to improve understanding of their health needs.

Many studies that examine health issues experienced by Hispanics/Latinos often aggregate the heterogeneous population into a single ethnic category, failing to acknowledge

BUILDING AN ORGANIZATIONAL RESPONSE TO HEALTH DISPARITIES

A Practical Guide to Implementing the National CLAS Standards:

IMPROVING CARE FOR PEOPLE WITH LIMITED ENGLISH PROFICIENCY

PEOPLE WITH LIMITED ENGLISH PROFICIENCY (LEP) HAVE MORE DIFFICULTY GETTING CARE AND SCREENINGS!

HEALTH INSURANCE COVERAGE HAS IMPROVED FOR PEOPLE WITH LEP BUT REMAINS LOWER COMPARED TO PEOPLE WHO PRIMARILY SPEAK ENGLISH.

Between 2010 and 2011, the percentage of people with LEP who were uninsured decreased 46% ↓ 29%.

People with LEP are still over 3X MORE LIKELY TO BE UNINSURED than people who primarily speak English.

| Group | % Uninsured Among People with LEP | % Uninsured Among People who Primarily Speak English |
|--|-----------------------------------|--|
| Hispanic | 22% | 14% |
| American Indian/Alaskan Native | 21% | 11% |
| Native Hawaiian & Other Pacific Islander | 20% | 11% |
| Black | 19% | 12% |
| White | 18% | 10% |
| Asian | 17% | 10% |

Introduction to Language Access Plans

Click to begin course

C2C Spanish Resources

Our Coverage to Care (C2C) initiative has more than 20 resources available in Spanish that can help those for whom Spanish is their primary language:

- Navigate their coverage
- Access care
- Get preventive care and services
- Manage care for chronic conditions

All of these resources, plus resources for partners and providers is available on our [website](#).



About the CMS Health Equity Award

CMS recognizes organizations who have demonstrated a strong commitment to health equity by reducing disparities affecting vulnerable populations with its Health Equity Award.

The 2024 CMS Health Equity Award was awarded to Augusta Health and Latino Connection for their work to advance health equity and reduce disparities in health care access, quality, and outcomes.



Augusta Health

Augusta Health was recognized for improving access to health care in vulnerable communities.

The hospital, aiming to be a national model for community-based health care, implemented Augusta Health Neighborhood Clinics, previously known as Primary Care Mobile Clinic, to reach neighborhoods with rural geographic barriers and local cities with high poverty rates and adverse social and health barriers.



Latino Connection

Their Community-Accessible Testing & Education (CATE) initiative was launched in response to the COVID-19 pandemic with the aim of addressing disparities in access to essential resources and education among underserved communities.

Latino Connection is the first Latino and LGBTQ+ organization to launch such a program, CATE represents a groundbreaking effort to provide critical support to populations disproportionately affected by the pandemic, including minorities, low-income individuals, LGBTQ+ communities, and those residing in urban areas.



Celebrating Hispanic Heritage Month

Reaching Latino/Hispanic Audiences in Pennsylvania

What is **Hispanic Heritage Month**?



History and Significance

Established in 1968, **Hispanic Heritage Month** runs from September 15 to October 15, recognizing the contributions of Hispanic Americans.



Pennsylvania Focus

1.05 million Hispanics reside in Pennsylvania, primarily in Philadelphia, South-Central PA, and the Lehigh Valley.

Key Statistic

The U.S. Hispanic population is approximately **62.1 million** as of the latest U.S. Census data (2020), accounting for **18.9%** of the total U.S. population.





















Current Focus

Celebrating diversity within Hispanic communities and fostering **cultural pride**.

Independence Days

Countries that have gained independence from Spain



| | | | | |
|--|--|--|--|---|
|  Sep. 16th, 1810 |  July 20th, 1810 |  July 5th, 1811 |  April 17th, 1814 |  July 9th, 1816 |
|  May 14th, 1820 |  July 28th, 1821 |  Sep. 15th, 1821 |  Sep. 15th, 1821 |  Sep. 15th, 1821 |
|  Sep. 15th, 1821 |  Sep. 15th, 1821 |  Nov. 3rd, 1821 |  May 24th, 1822 |  Aug. 6th, 1825 |
|  Aug. 25th, 1825 |  Sep. 18th, 1826 |  Feb. 27th, 1844 |  Sep. 23th, 1868 |  May 20th, 1902 |
|  Oct. 12th, 1968 | | | | |



George Fernandez

President & CEO

At eight years old, **George emigrated from the Dominican Republic to Harrisburg, Pennsylvania**, with his mother, a domestic violence survivor who spoke no English. Taking on the role of the family leader, George quickly learned English and navigated the challenges of adapting to a new culture while advocating for his family's needs in a system that often excluded them from assistance.

Today, **George is the President & CEO of Color & Culture**, an organization dedicated to creating culturally relevant strategies to address societal challenges. His leadership has positively impacted millions, helping organizations reach underserved communities through innovative healthcare approaches. **George remains committed to his roots, advocating for both the Latino and LGBTQ+ communities, and striving to elevate their voices.**

“My unrelenting goal is to help people who look like me, and speak my language, and to help give them every opportunity to access resources and education that elevate their quality of life”.

If you were the **leader** of your town...

1

Name one thing you
would provide to ensure
everyone is **healthy**

2

Name one thing you
would provide to ensure
everyone is **safe**

3

Name one thing you
would provide to ensure
everyone is **happy**

Social Determinants of Health

Reaching Latino/Hispanic Audiences in Pennsylvania

What does social determinants of health mean? And why should I even care?

Social determinants of health include factors like socioeconomic status, education, neighborhood and physical environment, employment, and social support networks, as well as access to health care.

Addressing social determinants of health is important for improving health and reducing longstanding disparities in health and health care.

Source: KTF.org



- **Education Access & Quality**
- **Economic Stability**
- **Healthcare Access & Quality**
- **Neighborhood & Built Environment**
- **Social & Community Context**

Understanding the Latino Demographic

Reaching Latino/Hispanic Audiences in Pennsylvania

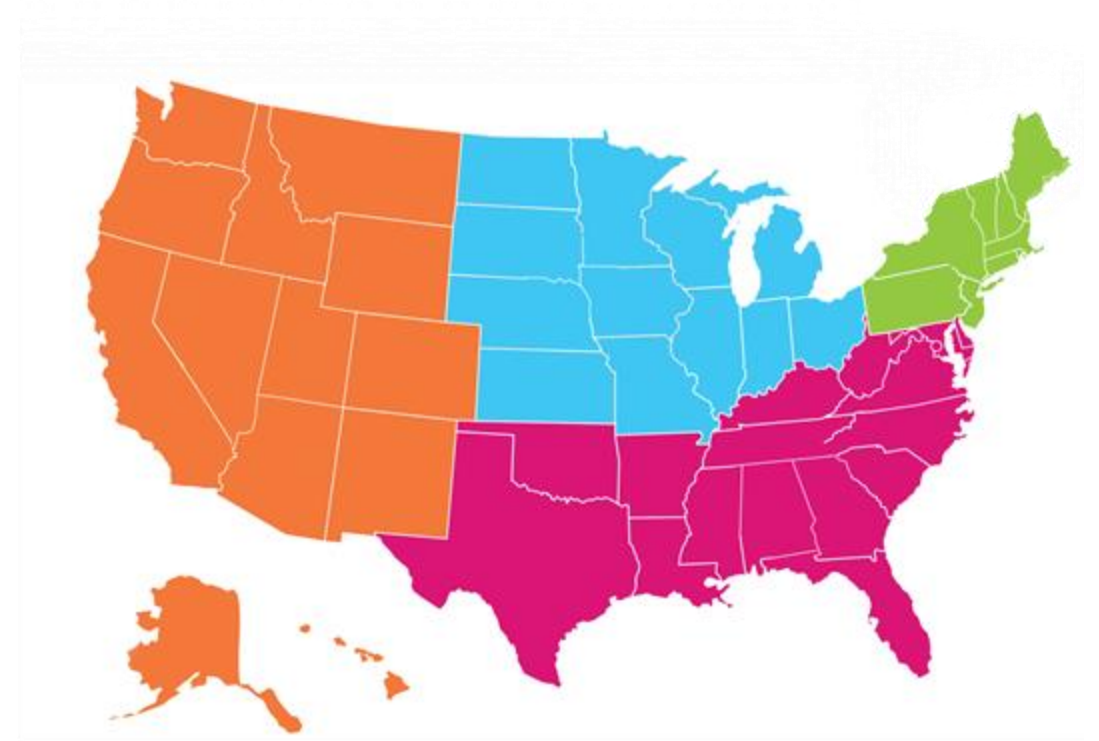
Demographic Characteristics

Latino population in PA is approximately **1.05 million**, concentrated in **Philadelphia, South-Central PA, and Lehigh Valley**.

According to the 2024 Nielsen Report, Latinos have a staggering **\$3.4 trillion in purchasing power**, underscoring the growing influence of this demographic **in the U.S. economy**.

Bicultural Latinos represent 45% of Hispanic purchasing power.

About **20% of U.S. adults who identify as LGBTQ+ are Hispanic**, according to the Williams Institute at UCLA School of Law. This reflects the growing visibility and importance of intersectionality within the Latino community, including the representation of LGBTQ+ individuals.



Latino LGBTQ+ adults in the U.S.

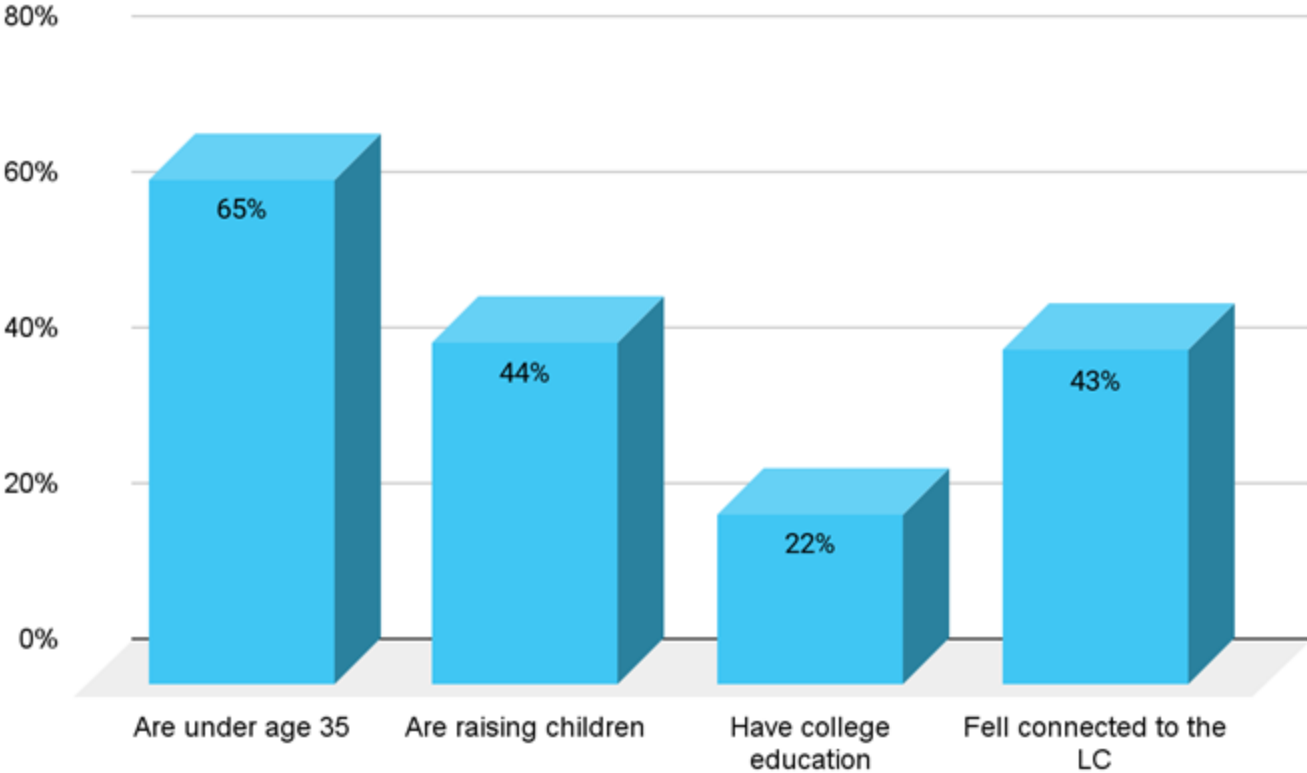
- **38%** in the West
- **33%** in the South
- **18%** in the Northeast
- **10%** in the Midwest

LGBTQ+ Latino Community in the US

Reaching Latino/Hispanic Audiences in Pennsylvania

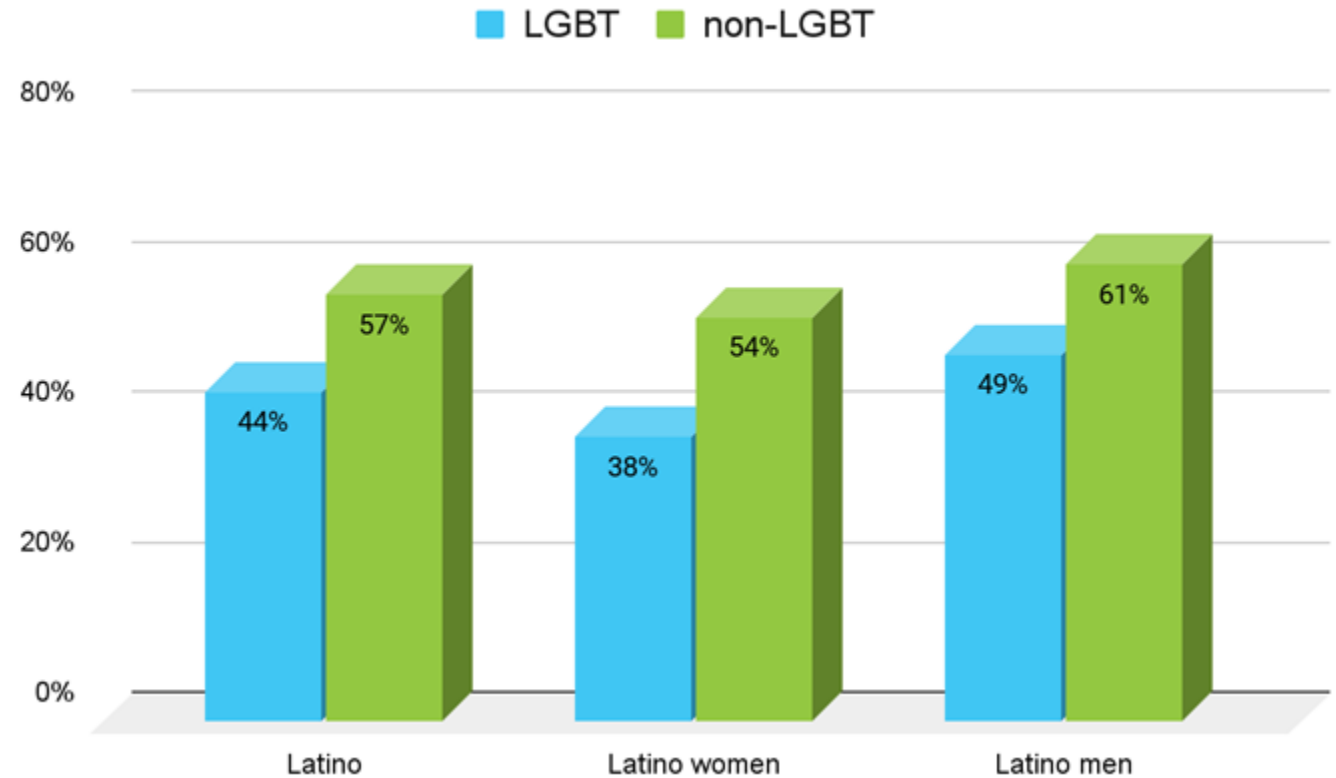
2.3M Latino LGBTQ+ adults live in the US

THE WILLIAMS INSTITUTE



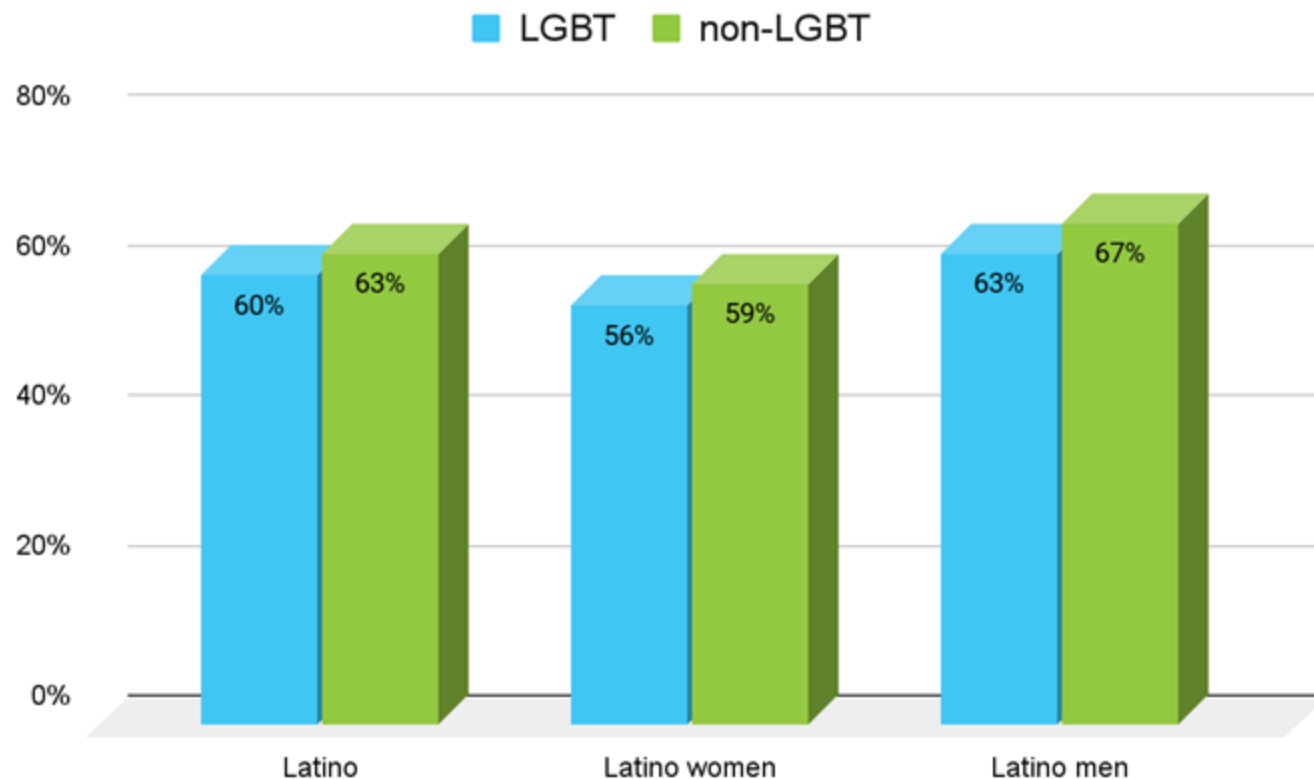
Latino adults in the US (September 2021)

THE WILLIAMS INSTITUTE



Percent of Latino adults living below the 200% federal poverty level

THE WILLIAMS INSTITUTE



Moving Beyond Competency to Humility

Reaching Latino/Hispanic Audiences in Pennsylvania



Cultural Competency:
Acquiring knowledge
about other cultures.

Cultural Humility
A lifelong process of
self-reflection, self-
critique, and balancing
power dynamics.

Hispanic and Latino Health Statistics and Issues

Reaching Latino/Hispanic Audiences in Pennsylvania

The Housing Challenge

Latino and
Hispanic
Homeowners
hip Gap

This is notably higher than the 43%
observed in White households,
highlighting a struggle to balance
essential expenses with housing costs.

High Rent Burdens Approximately
54% of Latino households are rent
burdened, spending over 30% of
their income on housing.

Latino and Hispanic communities are
20-25% less likely to own homes
compared to White populations. This
reflects a significant disparity in
wealth-building opportunities.

Access to Health Care: **Barriers and Challenges**

Underutilization of Support Services

Despite having some of the highest needs, Hispanics and Latinos are least likely to seek help from public assistance programs. A lack of awareness and various barriers, including language and fear of immigration repercussions, prevent them from accessing essential services.

Alarming Health Disparities

Latinos have the highest rate of uninsured individuals at 14%, and 21% couldn't see a doctor due to cost. They are also 58% more likely to suffer from diabetes. Systemic racism and socioeconomic challenges contribute to these negative health outcomes, making events like LHS crucial for raising awareness and improving access.

The Income Inequality Gap

Poverty and Wealth Disparities

With over 25% of Hispanic households living below the poverty line, the wealth gap between White and Hispanic households is growing. In states like Pennsylvania, White households have up to 40 times the wealth of Latino households.

Workplace Challenges

Many Latinos are forced to juggle multiple part-time jobs due to income instability and lack access to paid sick days and workplace flexibility. While the desire to build wealth is strong, many struggle to meet basic needs like rent, food, and utilities.

Effective Strategies for Connecting with Latino Communities

Reaching Latino/Hispanic Audiences in Pennsylvania

Bilingual and Bicultural Approaches

Understand cultural references



Latinos are 2 times more likely to **share content on digital and social media.**

Heritage Keepers: 11%, prefer **Spanish**, focus on preserving heritage.

These are **bicultural, progressive**, and focused on preserving their heritage. Most are **first-generation Hispanics** and also prefer to speak Spanish.

These individuals are **culturally Hispanic, traditional**, and Hispanic-centered. About one-third are second and third-generation, with a preference for speaking Spanish.

Savvy Blenders: 32%, bilingual, blend heritage and American culture.

Ameri-Fans: 19%, progressive, mostly speak English.

Latinistas: 37%, culturally Hispanic, traditional.



Engagement with **Sports & Media**



According to Nielsen, **Hispanic sports fans are more loyal to brands that sponsor events** they follow and are more likely to recommend these brands. This shows the power of culturally relevant sponsorships and partnerships in connecting with Latino communities



Diverse Media Preferences

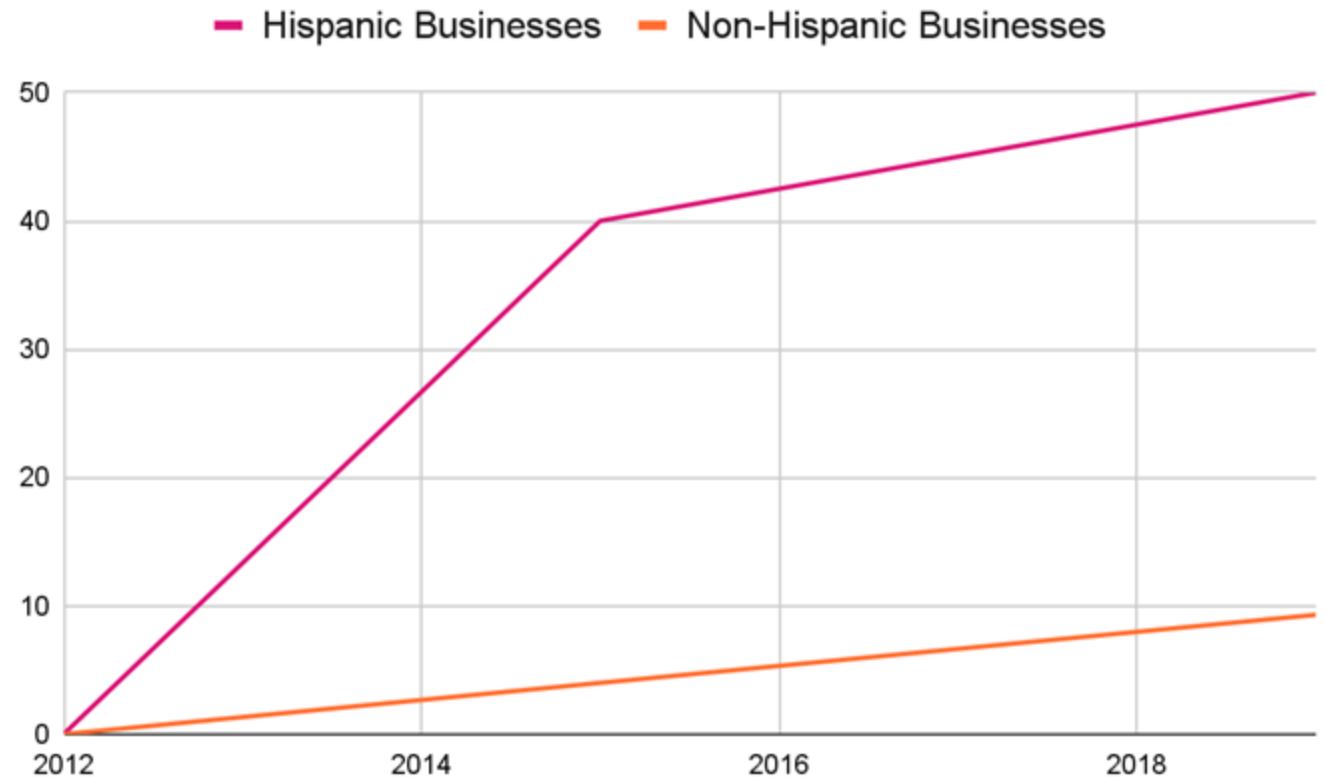
Hispanic audiences are highly adaptable with media, **engaging significantly in both Spanish and English content**, provided it is culturally meaningful. This adaptability underscores the importance of creating bilingual and culturally resonant content when engaging with these audiences



Latino Entrepreneurship on the Rise

Boom in Hispanic-Owned Businesses

From 2012 to 2019, **Hispanic-owned businesses in Pennsylvania grew by nearly 50%**, a stark contrast to the 9.3% growth in non-Hispanic businesses. This illustrates the entrepreneurial spirit and resilience of the Latino community, driving economic growth despite systemic challenges.



Case Studies

Health Care & Public Health Services

Powerful Woman (Mujer Poderosa)



In 2019, the Pennsylvania Department of Health partnered with Latino Connection to pilot a cardiovascular risk prevention program for Latino/Hispanic and Black women, based on the national WISEWOMAN program. Renamed "Powerful Woman" and "Mujer Poderosa" in Spanish, the initiative focused on promoting good nutrition, physical activity, stress management, and self-esteem to reduce cardiovascular health risks.

Latino Connection held around 16 recruitment events at food pantries and mobile health screenings, where 3-5 Community Health Workers engaged over 75 women per event, with 25 enrolling in the program after providing follow-up information. Baseline health measurements were taken on mobile health units.

Hands Across Reading

Advancing Health Literacy Grant

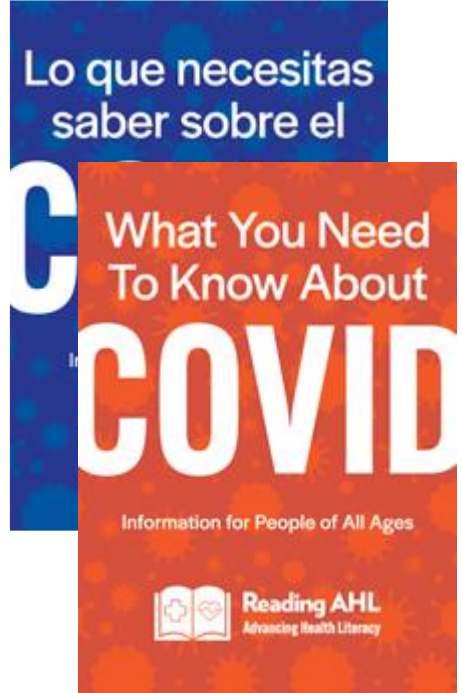


The "Hands Across Reading" initiative, in partnership with the Office of the Mayor and local representatives, engaged underserved and minority communities to share their health care needs and motivations for COVID-19 vaccination. Latino Connection developed, translated, and conducted in-person and phone interviews with minorities, low-income households, and the uninsured, gathering data on health-related issues in the City of Reading.

Hands Across Reading



The Advancing Health Literacy program and Hands Across Reading also provided free Community Health Worker education opportunities about health literacy, helped recruit participants for chronic disease prevention programs, disseminated vaccination event information and vaccine program successes, and shared information about free healthy activities (e.g., ice skating, library resources).



This project also resulted in the following COVID-19 booklet in Spanish and English.

CATE

(Community-Accessible Testing & Education)



Launched in August 2020, CATE became Pennsylvania's first COVID-19 mobile response unit, providing free vaccinations, testing, resources, and education to communities severely impacted by social, economic, and health disparities. CATE also offered health screenings, including blood pressure, glucose, BMI, and assistance with health insurance enrollment, with all services provided at no cost, regardless of insurance status.

AWoW

(Aetna Wellness on Wheels)



Since 2018, AWoW has partnered with Latino Connection to bring health resources, screenings, and education directly to underserved communities. Through a mobile fleet, AWoW offers free health services and fosters health literacy for 80,000+ people across nine states, breaking down healthcare barriers and building community trust.

Test Your Knowledge!

Reaching Latino/Hispanic Audiences in Pennsylvania

Question 1: The U.S. Hispanic Population now stands at 47 million.



Question 1: The U.S. Hispanic Population now stands at 47 million.

Answer: 62.1 million

F



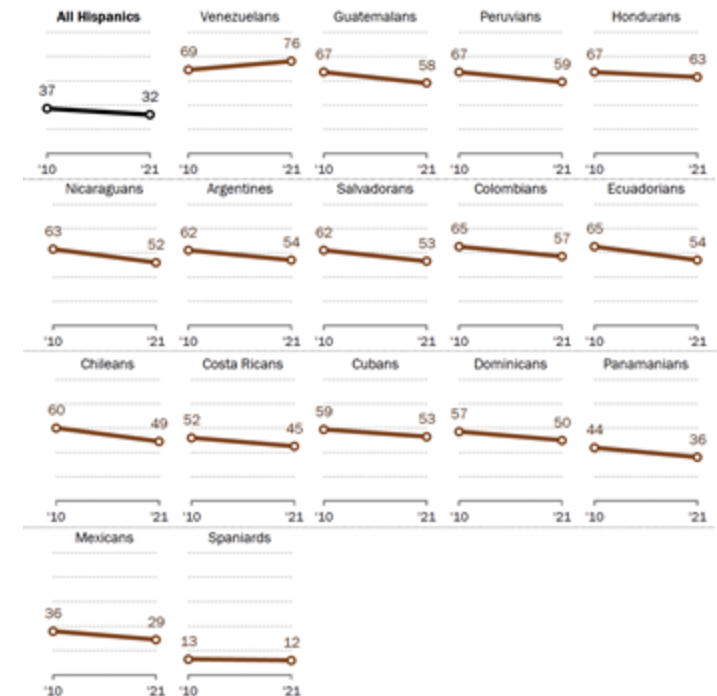
Question 2: The share of Latinos who are immigrants is on the incline.



Question 2: The share of Latinos who are immigrants is on the incline.

Answer: It's declining; the U.S.-born Latino population is growing.

F



Question 3:

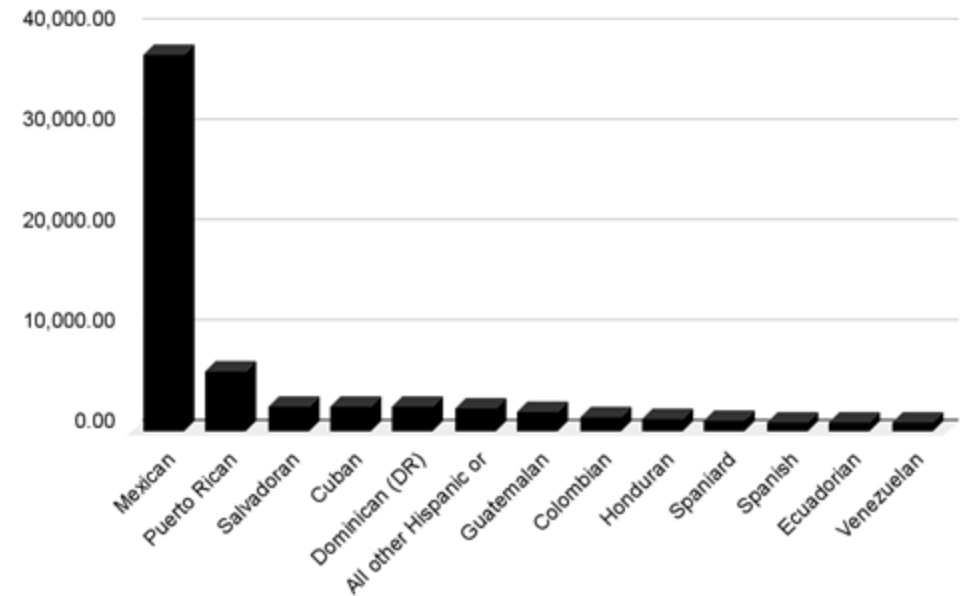
Mexicans make up the largest group of immigrants in most states.



Question 3:

Mexicans make up the largest group of immigrants in most states.

Answer: Mexico is the biggest source in 33 states.



Question 4:

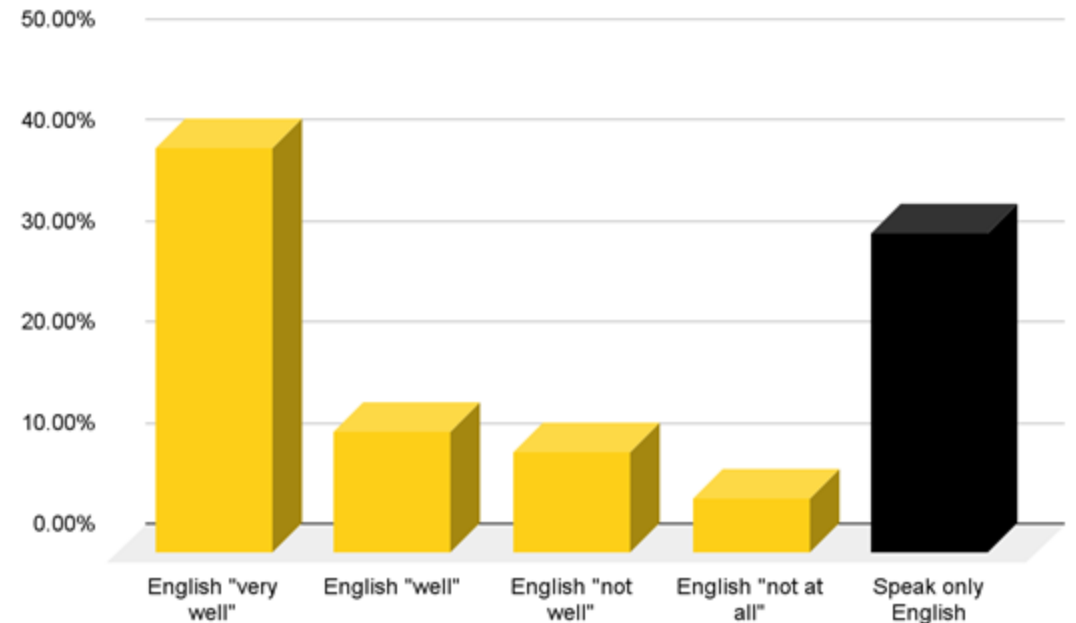
The share of Latinos in the U.S. who speak English proficiently is growing.



Question 4:

The share of Latinos in the U.S. who speak English proficiently is growing.

Answer: 72% as of 2022.



Closing Thoughts and Questions

Reaching Latino/Hispanic Audiences in Pennsylvania

Recap **Key Points**



Importance of understanding Latino audiences



Applying cultural humility



Building authentic connections

Partner with Us to Make a Difference

Reaching Latino/Hispanic Audiences in Pennsylvania

How to Collaborate: Our partnership opportunities

Community
Outreach

Experiential
Marketing

360 Strategy &
Project Management

PR & Crisis
Communications

Creative and Content
Development

Web & Digital

Targeted Advertising

Advocacy
Initiatives



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Moderated Q&A

Connect with CMS OMH

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Visit Our Website

go.cms.gov/omh

Listserv Signup

bit.ly/CMSOMH

Coverage to Care

CoverageToCare@cms.hhs.gov

Minority Research Grant Program

OMHGrants@cms.hhs.gov

Rural Health

RuralHealth@cms.hhs.gov

Thank You!

