Barriers and Facilitators for Engaging Latinx in HIV services

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We will cover...

• Identity, demographics, and diversity.
• What’s up with the “X” in Latinx?
• Successes and challenges engaging Latinx.
• Building trust with your Latinx clients.
• Creating a culturally competent organization that Latinx would want to attend.
Categorizing Race and Ethnicity

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
   - No, not of Hispanic, Latino, or Spanish origin
   - Yes, Mexican, Mexican Am., Chicano
   - Yes, Puerto Rican
   - Yes, Cuban
   - Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1’s race? Mark one or more boxes.
   - White
   - Black, African Am., or Negro
   - American Indian or Alaska Native — Print name of enrolled or principal tribe.
   - Asian Indian
   - Chinese
   - Filipino
   - Japanese
   - Korean
   - Vietnamese
   - Native Hawaiian
   - Guamanian or Chamorro
   - Samoan
   - Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
   - Some other race — Print race.

→ If more people were counted in Question 1, continue with Person 2.
Identity: Latino, Hispanic…?

- Heterogeneous population made up of people with indigenous, African, Asian, and European ancestry

- Latino - living in the U.S. with origins in Latin-America

- Hispanic - living in the U.S with origins in Spain, Portugal or Latin-American
Language is evolving...

Latina
Latino
Latinx
Rates of Hispanic/Latino Persons Newly Diagnosed with HIV, 2013

THE NORTHEAST AND SOUTHERN U.S. are home to the highest rates of new HIV diagnoses among Hispanics/Latinos

SOURCE: US Centers for Disease Control and Prevention
Rates of Hispanic/Latino Persons Living with HIV, 2013

Click to view Alaska | Hawaii | Puerto Rico | Contiguous US | Data Methods | Data Sets
Rates displayed are the number of cases per 100,000 people.
*Data not shown to protect privacy because of a small number of cases and/or a small population.
** State health department, per its HIV data re-release agreement with CDC, requested not to release data to AIDSVu. See Data Methods for more information.
NOTE: There are no county-level maps for Alaska, District of Columbia, and Puerto Rico because there are no counties in these states.
Continuum for engagement in HIV care

Adapted from: Continuum for engagement in HIV care. From US Department of Health and Human Services Health Resources and Services Administration HIV/AIDS Bureau
Do Latinx clients receive equal services or equitable services?
Cultural Competency

Cultural competence is a set of congruent behaviors, attitudes, and policies that come together in a system, agency or among professionals and enable that system, agency or those professions to work effectively in cross-cultural situations.

Cross et al 1989

Cultural Humility

Cultural humility is best defined not by a discrete endpoint but as a commitment and active engagement in a lifelong process that individuals enter into on an ongoing basis with students, communities, colleagues, and with themselves...

Tervalon & Murray-Garcia, 1998
Cultural Humility

It’s centered on understanding one’s personal worldview in relative perspective to others. It is a process of reflection and self-analysis.

Tervalon & Murray-Garcia, 1998
Spanish language word of the day...

Confianza

- Familiarity
- Trust
- Confidence
- Dependability
Areas of focus for equitable healthcare services

- Organizational Values
- Governance
- Monitoring and Evaluation
- Communication
- Infrastructure
- Services

Adapted from: HRSA, Study on Measuring Cultural Competence in Health Care Delivery Settings: A Review of the Literature. 2002
Organizational Values

• Latinx in leadership positions.
• Demonstrating a meaningful organizational commitment to serving Latinx clients.
• Investment/funding for programs specific to meeting the equitable needs of Latinx clients.
Governance

• Equitable representation of Latinx on your EMA/TGA planning council.

• Organizational policies equitable for people with limited English proficiency (LEP).

• Policies related to recruiting and retain bilingual, culturally proficient, personnel.
Monitoring and Evaluation

- Collecting data from patients in culturally appropriate manner.
- Utilizing continuous quality control to assure that services are equitable for Latinx patients.
- Developing a Latinx community advisory board to help guide programs.
Communication

• Linguistically competent staff.
• Access to qualified interpreters.
• All written material accessible in Spanish.
• Maintaining communication with the Latinx community (external).
Staff Development

• Training specific to the roles of the professional (e.g. front desk, social workers, nurses, medical providers, marketing, admin.)

• Staff performance reviews include ability to work with, on behalf of, Latinx clients.

• Incentivizing (team and/or individual) behaviors/activities that improves equitable access for patients.
Organizational Infrastructure

• Systems to assist LEP clients/patients navigate financing health care (e.g. ADAP, Ryan White, Insurance).

• Designate staff to oversee equitable access for Latinx in all departments.

• Create an aesthetically culturally inviting environment.

• Develop formal alliances with Latinx community organizations to assist with capacity building.
Service Delivery

• Policies and protocols that include family and support system.

• Consider cultural experience when developing a treatment plan including language needs, limitations due to immigration status, and personal values (what’s important).

• Capitalize on their strengths that support build self efficacy to become a meaningful partner in managing their HIV.
Conclusion

• Assess the demographics and diversity of your Latinx clients (e.g. country of origin, native born, preferred language).

• HIV+ Latinx clients seek “confianza” in both the individuals provider and the organization as whole.

• Successfully engaging HIV+ Latinx requires prioritizing equity over equality.

• Engaging Latinx clients in your organization is everyone’s responsibility, despite your role.
Conclusion

• Culturally competent organizations are guided by health professionals that practice cultural humility.

• Culturally competent organizations demonstrate a commitment to the Latinx community at all levels of the organization.

• Request technical assistance to assess your organizations cultural competence to serve Latinx clients.
Gracias!
Thank you!

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