

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.

2010 Census

Categorizing Race and Ethnicity

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

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.* ↴

- | | | |
|---|--|--|
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Korean | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↴ | |

- 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**

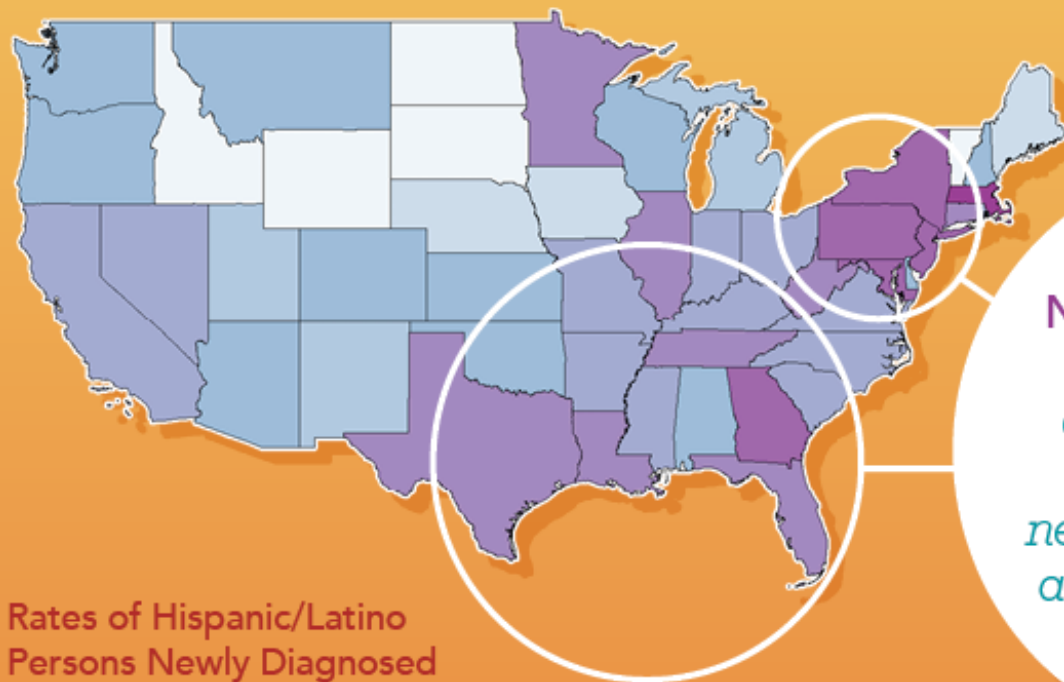


Language is evolving...

Latina

Latino

Latinx

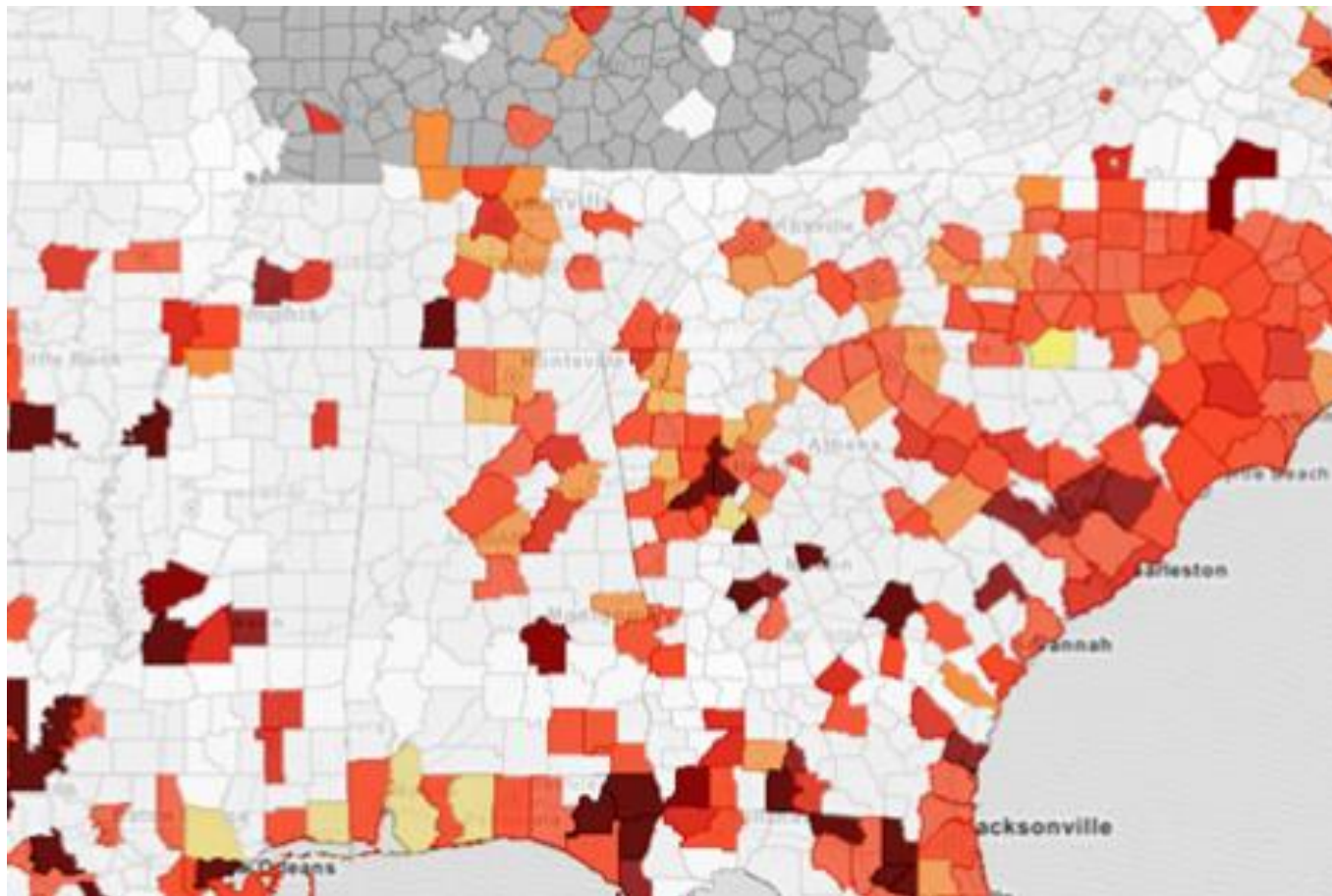


THE
NORTHEAST AND
SOUTHERN U.S.
*are home to the
highest rates of
new HIV diagnoses
among Hispanics/
Latinos*

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



Rates of Hispanic/Latino Persons Living with HIV, 2013



Rates of Hispanic/Latino Persons Living with Diagnosed HIV, 2013

0 - 50 51 - 75 76 - 100 101 - 125 126 - 200 201 - 325 326 - 475 476 - 675 676 - 1075 1076+

DATA NOT SHOWN *

DATA NOT RELEASED TO AIDSvu **

[Click to view Alaska](#) | [Hawaii](#) | [Puerto Rico](#) | [Contiguous US](#) | [Data Methods](#) | [Data Sets](#)

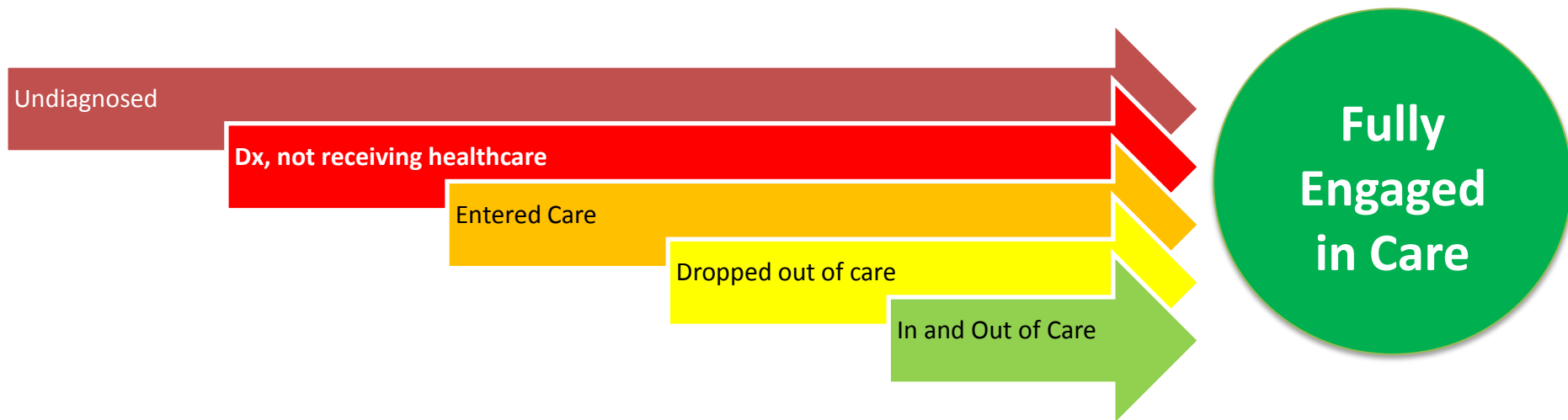
Rates displayed are the number of cases per 100,000 people.

*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.

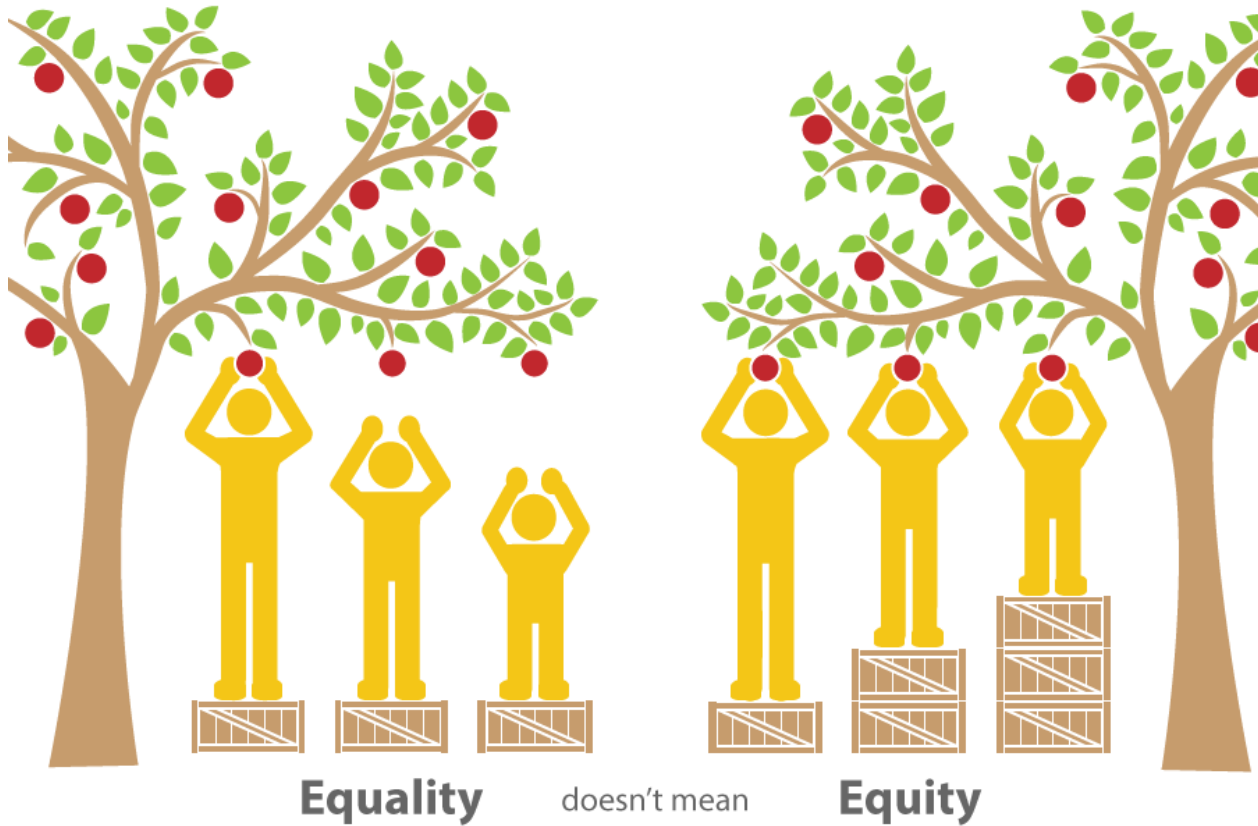
NOTE: There are no county-level maps for Alaska, District of Columbia, and Puerto Rico because there are no counties in these states.

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

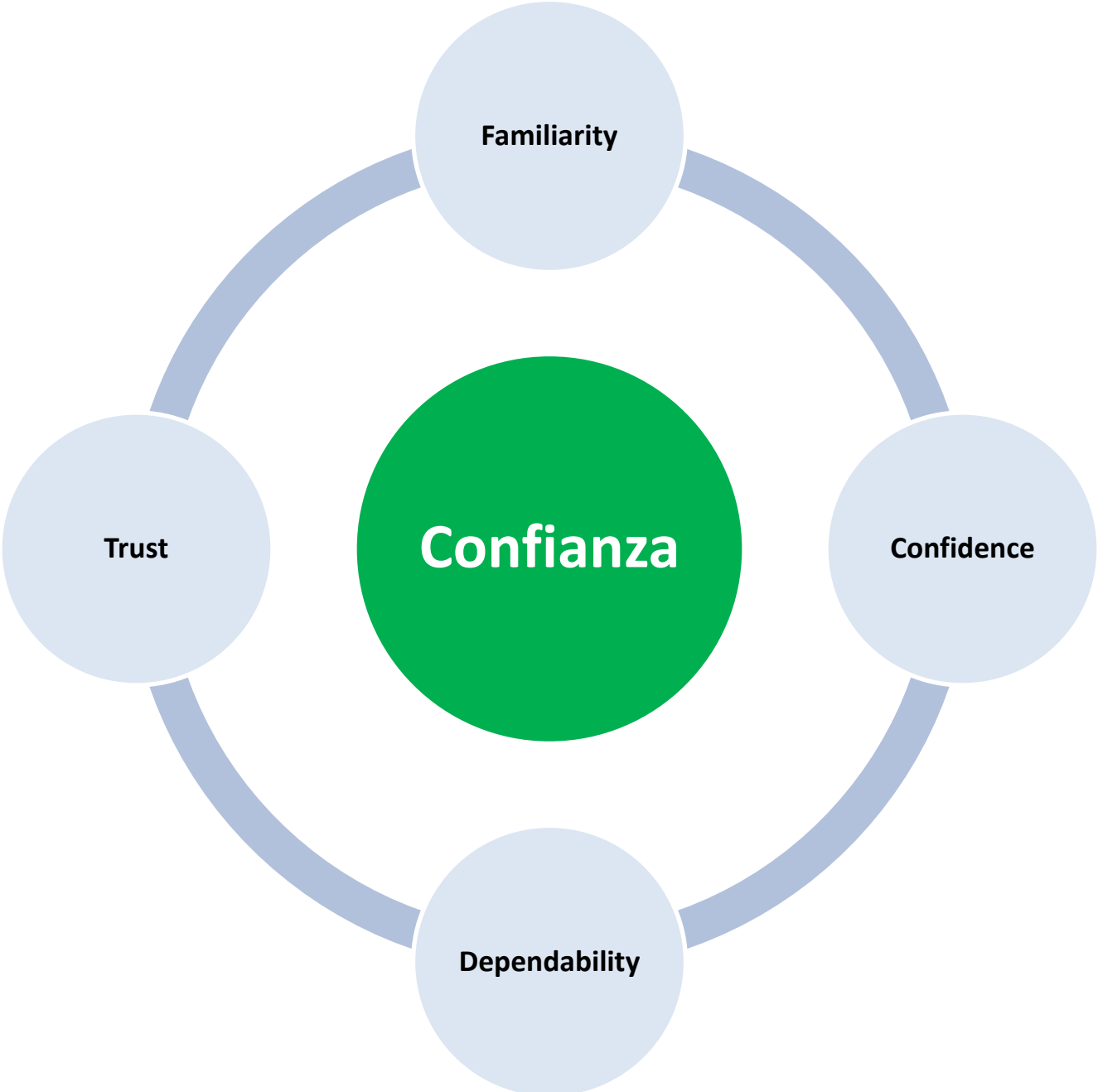
Cultural humility is best defined not by a discrete endpoint but as a commitment and active engagement in a lifelong process that individuals enter into on an ongoing basis with students, communities, colleagues, and with themselves...

Tervalon & Murray-Garcia, 1998

Cultural Humility

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

Spanish language word of the day...



Areas of focus for equitable healthcare services



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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