Latina Recruitment

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Overview

Latinos in New Destination Communities
Research in other NDC
Our projects in Iowa
Lessons Learned
Questions and Discussion
New Destination Communities

Rapid growth in percentage of Latinos
Overwhelmingly 1st generation
Young
Typically Midwest and South
Increased immigration of women
Opportunity and Challenges

New businesses
Increased population
Workforce development
Increased diversity
Young workers

Overwhelmed
Schools
Social services
Health services
Language/Literacy
Health literacy
Low SES, Education
Acculturation
Critical barriers to clinical recruitment

Healthcare access-economic and timing
SES
Transportation
Childcare
Cultural discordance –impersonal nature of medical system
Family v. individual focus
Embarrassment, fear & distrust
The Women’s Health Initiative-AZ

Lay Advocates-Spanish speaking Latinas trained to recruit

- emphasis on benefits, importance to Latinas, future value to children, personal story telling

Advocates were nearly 8 times more likely to refer women than controls
Strategies
Commitment, consistency, transparency
Partner with community leaders
Partner with Latino businesses
Establish a presence in places important to Latinos
Work with local students and interns
Attend community events
Commitment, consistency ….

Mistrust, discrimination, misinformation
Negative experiences
Need to build trust
  Consistent presence
  Honest about limitations
Working with trusted individuals and groups
Individual partnerships

Supportive opinion leaders
Recognized for other community work
Can advocate for your program
Trusts in you and your program
Lay Health Advisors
Organizations

Beauty Salons
Soccer Leagues
Tiendas-Small Latino owned grocery stores
Churches
Seed networks
Local Schools
Community groups
Interns

Most 1\textsuperscript{st} generation Latinos left their homes to provide a better life for their children. Provide education opportunities for their children justifies their sacrifice. Provides you with an insider opinion and a familiar face.
Community Events

Health fairs
Cultural events
Mobile clinics
Weekend clinics
Timing and Distance

Like many families Latinos are busy. Many engage in shift work, making it difficult to leave during business hours. Weekend and Evening hours are essential in reaching this population. Many are reliant on public transportation, think about geography when providing services.
Messages

Radio, Spanish media and video
Facebook
Simple, consistent messages
Our work in Iowa

Redes de la Salud
Hombres Necios
Despierta a su salud (Latino Cancer Summit)
Redes de la salud
Mapping Latino social networks
Partnered with Catholic church, Iowa State Extensions and formed the Ottumwa Latino Advisory Committee
Recruiting Latinos in favored settings
Sites are nominated by advisory board
Church, Tiendas, Restaurantes, Clinic, Iowa State Extensions
Hombres Necios
Assessing Men’s Health
Partners-Iowa State Extension and Southeast Iowa Men’s Soccer league
Hired ISU and Soccer league staff to recruit men and run the meetings
Prior to recruitment met with several Latino serving organizations to build trust
Community Forum
Despierta a su salud
Cancer Prevention
Partnered with people in the church, local spanish magazine, fundraisers and business owners
Latino student interns
Community and students presented health education
Community Forum
Lessons learned

Communities are overwhelmed with health information, some good-some bad
We cannot assume that the community knows biology
Healthcare system is different from the ones they grew up with
Why are these important for recruitment?
References


State Data Center of Iowa. (2013). *Latinos in Iowa 2013*.