

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 1st 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?

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