

Kicking off Hispanic Heritage Month

September 15 – October 15, 2014

An Introduction to Hispanics and Latinos

Hispanic Officers Advisory Committee (HOAC)



Presentation Outline

- Who are Latinos/Hispanic
- What do the numbers show us: Latinos/Hispanics in the United States
- Health Disparities
- Latinos/Hispanics profile
- Latino/ Hispanic Culture
- Basic Words Common to all Latinos/Hispanics
- Hispanic Heritage Month Events Sponsored by HOAC

Who Are Hispanic/Latinos

- Hispanic or Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.
- Hispanics share a common language
- Different cultures, values, and beliefs
- Extremely diverse group

Latinos or Hispanic?

Hispanic

- Hispanic refers to **language**. Hispanic if you and/or your ancestry come from a country where they speak Spanish
- Relationship to Spain
- Spanish Americans are Hispanic but not Latinos
- Was first adopted by the United States government during the administration of Richard Nixon in 1970. It has been used in the U.S. census since 1980

Latino

- Latino refers to **geography**. Specifically, to Latin America, to people from the Caribbean (Puerto Rico, Cuba, Dominican Republic), South America (Ecuador, Bolivia, Colombia, Peru, etc.) and Central America (Honduras, Costa Rica, etc.)
- Brazilian Americans are Latinos but not Hispanic (speak Portuguese)
- The government adopted these terms because they did not have an inclusive term to identify and segregate the mixed white with black and native “mestizo” or “mulato”

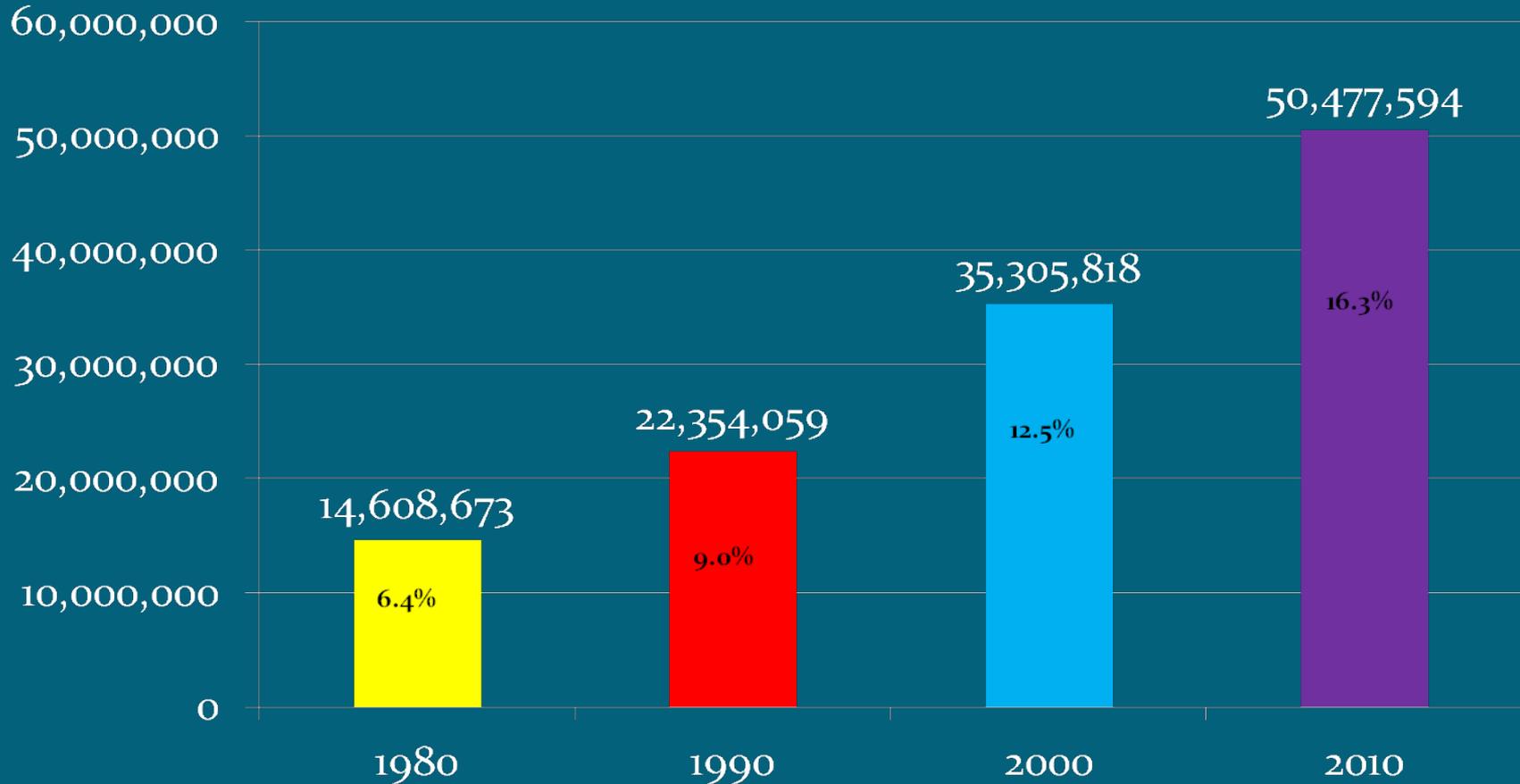
“Words such as Hispanic or Latino are limiting. We come in all shapes, sizes, colors, and dialects. There’s no one word that fits all”.

-Unknown Author

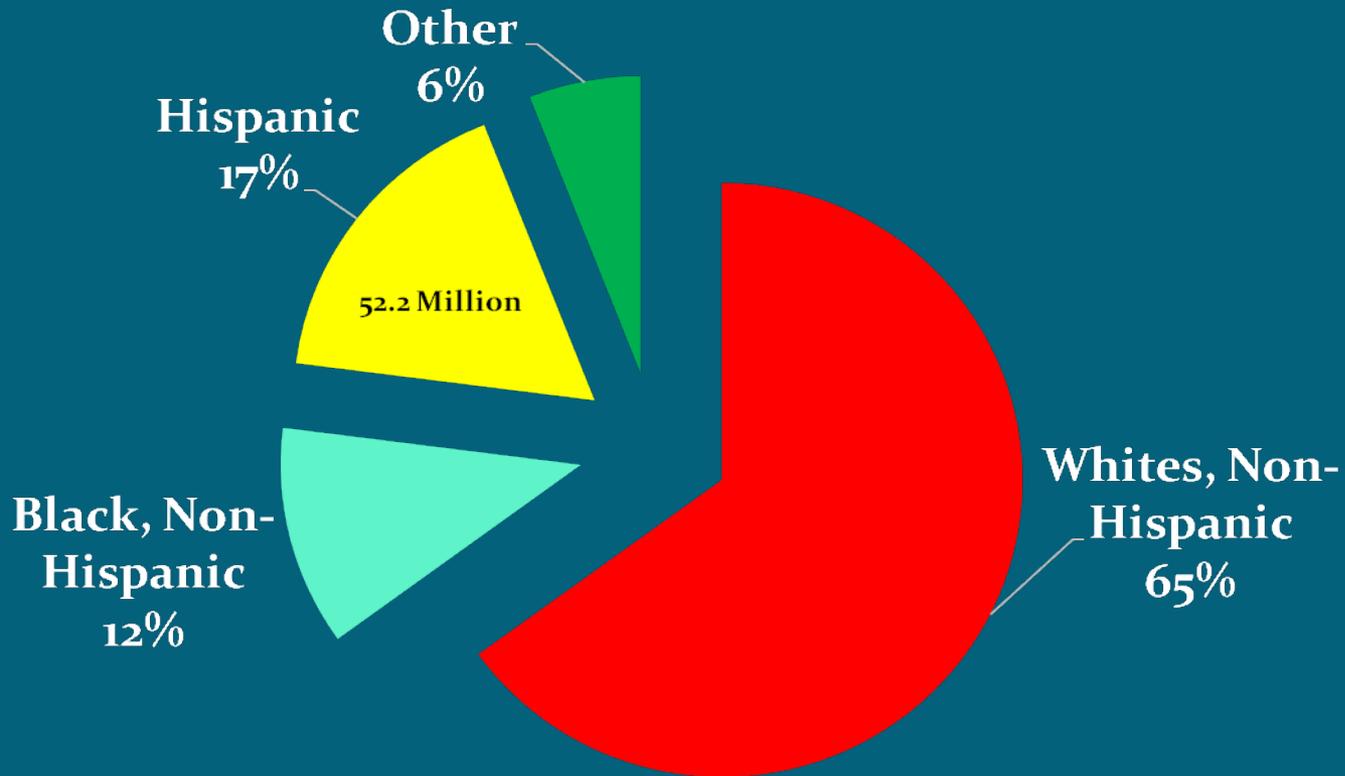
Hispanics/Latinos in the United States

- Over 50 million Hispanics currently live in the United States.
- Hispanics are a diverse ethnic population, varying in race, origin, age, immigration status, and other characteristics.
- Hispanics are the nation's largest minority and immigrant group
- They are the fastest growing population in the United States and are expected to comprise approximately 30% of the total US population in 2050

Latino/Hispanic Population, 1980 to 2010



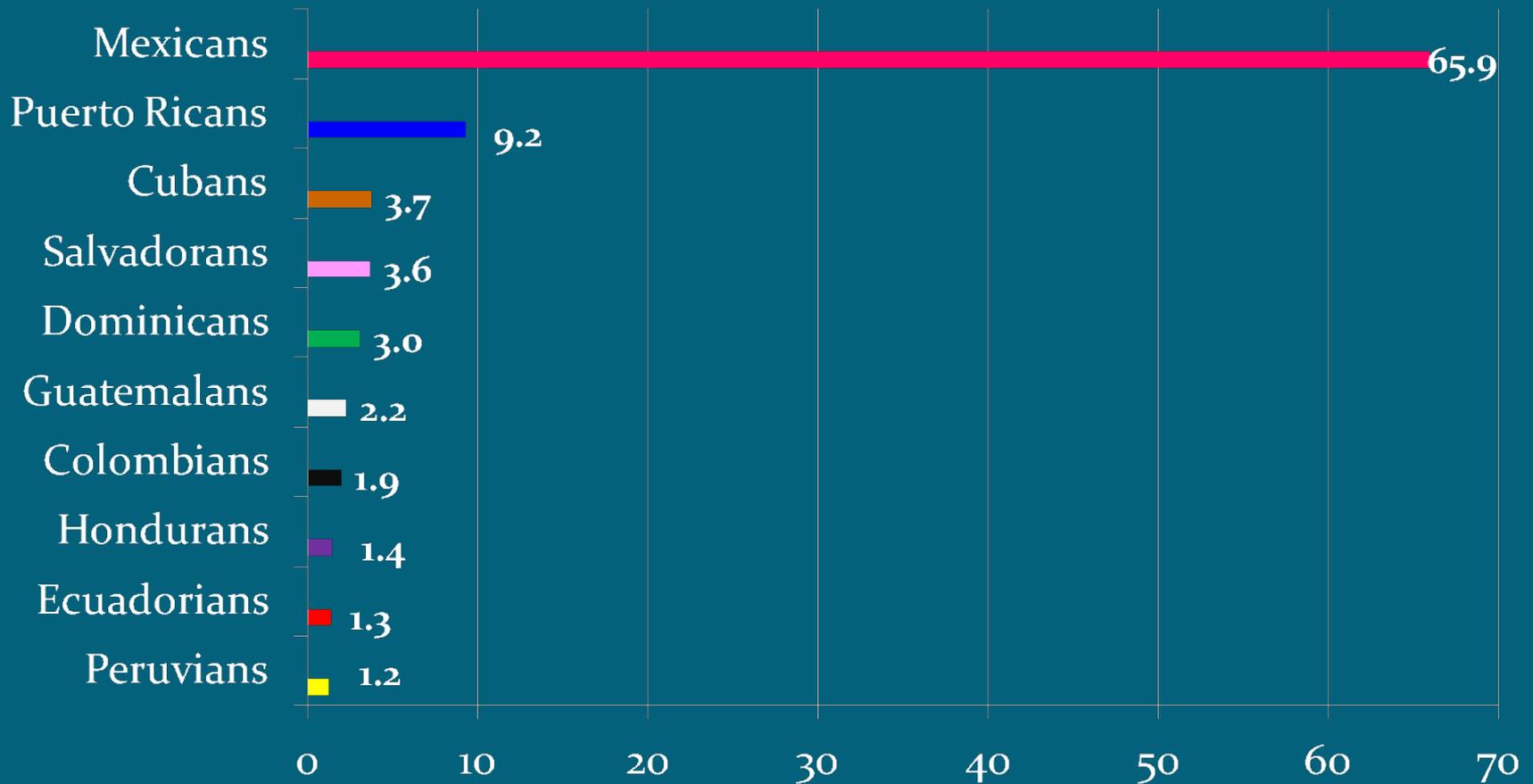
Total U.S. Population - 2011



*Note: Others include Asian/Pacific Islander, American/Native, and two or more races

**Source: Kaiser Family Foundation, Census Bureau's March 2012 Current Population

Top 10 U.S. Hispanic Population, By Origin, 2010



Other Hispanic Groups

- Argentine
- Bolivian
- Chilean
- Costa Rican
- Guatemalan
- Panamanian
- Paraguayan
- Uruguayan
- Venezuelan

Region Populations that are Latino/Hispanic, 2010

REGION	%
NORTHWEST	12.6
MIDWEST	7.0%
SOUTHWEST	28.6%
TOTAL U.S.	16.3%

Top U.S. Counties, by the 10 largest Hispanic Origin Group, 2011

Origin Group	County/State	Population	%
Mexicans	Los Angeles, CA	3,510,677	11
Puerto Ricans	Bronx, NY	298,921	6
Cubans	Miami-Dade, FL	856,007	48
Salvadorans	Los Angeles, CA	368,825	22
Dominicans	Bronx, NY	240,987	17
Guatemalans	Los Angeles, CA	214,939	21
Colombians	Miami-Dade, FL	114,701	13
Hondurans	Miami-Dade, FL	54,192	9
Ecuadorians	Queens, NY	98,512	17
Peruvians	Miami-Dade, FL	40,701	8

Health Disparities Affecting the Latinos/Hispanics

- Twice as likely to die from diabetes
- Higher rates of high blood pressure and obesity
- 6x as likely to have Tuberculosis
- 45% more likely to be newly diagnosed with cervical cancer; 40% more likely to die from cervical cancer
- Lowest rates of vaccinations
- 2.3 times as likely to have late or no prenatal care
- Latino children have higher rates of untreated dental disease

Health Disparities Can Differ by Country of Origin

- Puerto Ricans: higher rates of asthma: 1 in 5 Puerto Rican children suffer from asthma vs. 1 in 10 Hispanic children overall
- Diabetes and obesity are significantly highest among Mexicans Salvadorans and other Central Americans
- Puerto Ricans have the highest numbers of HIV/AIDS and more likely to contract from injection drug use.
- Puerto Ricans and Dominicans have been found to have higher hypertension prevalence compared to Mexican-Americans.
- New Immigrants healthier than US-born Hispanics:
- Mexican-Americans living along the border have an increased risk of infectious diseases (Tuberculosis and Hepatitis)

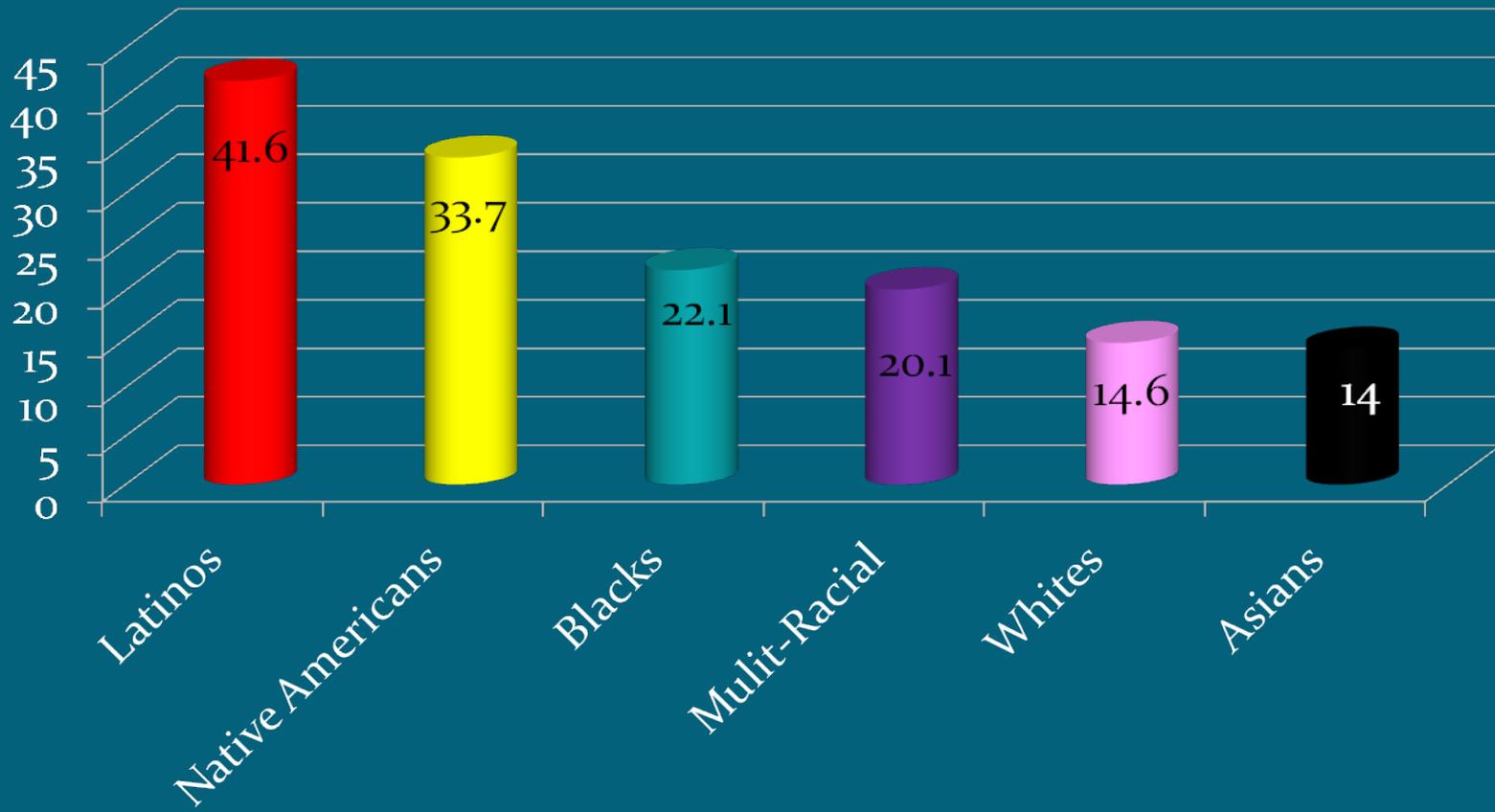
Top 9 Leading Causes of Death

1. Cancer
2. Heart Disease
3. Unintentional Injuries
4. Stroke
5. Diabetes
6. Chronic Liver Disease and Cirrhosis
7. Chronic Lower Respiratory Diseases
8. Influenza and Pneumonia
9. Homicide

Hispanic/Latino Profile-2011

- **Language Fluency:**
 - 74% speak a language other than English at home
 - 33% are not fluent in English
- **Education Attainment:**
 - 64% of Hispanics in comparison to 92% of non-Hispanic Whites have a high school diploma.
 - 13.8% of Hispanics in comparison to 32.5 % of on-Hispanic Whites have a bachelor's degree or higher
- **Economics:**
 - 26.6% work within service occupations
 - 25.4% of Hispanics were living below the poverty level
- **Insurance Coverage:**
 - 15.5 million (32%) were uninsured: 12.6 million adults/3 million children
 - 40% of uninsured Hispanics have income below poverty and 23% have income below half of poverty
 - The largest uninsured Hispanic subgroups: Mexican (31.6%)

Adults ages 18-64 Uninsured by Race



* Source: CDC 2010

Important Facts

- Assuming that all Hispanic cultures are the same is a critical mistake.
- We don't eat the same foods, dress the same, talk the same or even view the world the same.
- We are a large melting pot.

Beware of Generalizations

- Not all Latinos are recent immigrants:
 - Some have been in the US for centuries
- Difference among Latinos:
- From color, ethnicity, historic, geographic, language, socioeconomic class, educational level
- English Proficiency:
 - Most: South Americans and Puerto Ricans
 - Least: Mexicans and Central Americans

Cultural Competency

- Cultural Competency means creating the practices and policies that will make services more accessible to diverse populations, and that provide for appropriate and effective services in cross-cultural situations.
- Understanding the norms about eye contacts, body language and modesty
- What is unique
 - Country of origin, education, and income level all make a difference about how person perceives illness and makes care decisions
- Understanding relationships
 - Latinos value relationships.
 - Take time to develop relationships: Shake hands and greet the person by name, or ask what they prefer to be called.

Insights for all Latin Cultures

- Speech and hand gestures are one in the same
- Eating accompanies every activity
- Close family ties
- Strong belief in extended family
- Fate plays a key role in everyday life
- Latino/Hispanic families are patriarchal
- Latinos are acculturated but not completely assimilating
- Culture is key in health habits
 - Traditional healing systems play a key role

Basic Words Common to All

Questions/Phrases

- Buenos Dias (Good Morning)
- Buenas Tardes (Good Afternoon)
- Buenas Noches (Good Night)
- Gracias (Thank You)
- De nada (You are welcome)
- ¿Cómo se siente? (How do you feel (more formal))
- ¿Cómo te sientes? (informal)
- ¿Cómo estas? (How are you?)

Responses from patients

- Bien (Fine, Well)
- Mal (Not well)
- Asi, Asi (So-So)
- No me siento bién (I do not feel well)
- Me siento bien (I feel well)
- Me duele (it hurts)

Body Parts

- Cabeza (Head)
- Nariz (Nose)
- Oídos (Ears)
- Estomago (Stomach)
- Garganta (Throat)
- Brazos (Arms)
- Rodilla (Knee)
- Pies (Feet)
- Cuello (Neck)
- Ojos (Eyes)
- Dedos (Fingers)
- Corazón (Heart)

More Common Words

- Cobija or Sabana (Blanket)
- Almohada (Pillow)
- Cama (Bed)
- Juguetes (Toys)
- Agua (Water)
- Jugo (Juice)
- Abuelo (Grandpa)
- Abuela (Grandma)
- Mamá (Mother)
- Papa (Father)
- Hermana (sister)
- Hermano (brother)
- Tía (Aunt)
- Tío (Uncle)
- Primos (Cousins)

Other Phrases/Questions You May Hear

- Hace frío/calor (It's cold/warm)
- Tengo frío/calor (I feel cold/warm)
- Tengo hambre (I am hungry)
- Te quiero (I like you/Love you)

From children you may hear:

- ¿Quiero jugar?
- Tengo miedo (I am scared)
- Extraño a mi familia (I miss my family)

Hispanic Heritage Month (HHM)

- September 15, 2014 – October 15, 2014
- September 15 was chosen as the starting point for HHM as it is the anniversary of independence for Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua (All declared independence in 1821)
- Mexico and Chile celebrate their independence days on September 16 & 18
- Also Columbus Day or Dia de La Raza (October 12th) falls within the 30 day period
- 1.1 million Hispanic/Latinos are veterans of the U.S. armed forces

History of HHM

- Established in 1968 by President Johnson as Hispanic Heritage Week
- Expanded in 1988 by President Reagan to cover 30 days.

Ventanillas de Salud

- Representative to Discuss Opportunities and Overview of the Program

SAVE THE DATES!

**ONE BORDER ONE HEALTH:
LATINOS/HISPANICS IN THE UNITED STATES**

**The Hispanic Officers Advisory Committee to the Office of
the Surgeon General invites you to celebrate Hispanic
Heritage Month from September 15, 2014 – October 15, 2014**

Schedule of Events

Tuesday, September 16 1200-1330

USPHS and the Unaccompanied Children
Humanitarian Missions: Cultural, Social
& Political Background of the Central
American Countries

Presented by:

CDR Guillermo Aviles-Mendoza (HOAC
Chair)

LT Yvonne M. Santiago (HOAC Vice-Chair)

LCDR Elizabeth Lybarger (OFRD)

CAPT Jeasmine Aizvera (Senior Advisor to
HOAC)

RADM Elizondo (Senior Advisor to HOAC)

Tuesday, September 23 1300 - 1400

U.S. – Mexico Border Health Commission
(BHC)

Presented by:

Mr. Jose Luis Velasco (Director of the U.S.
Section, BHC)

Schedule of Events

Thursday, October 2 1200-1330

United States – Mexico Unite (USMU)
Quarantine and Binational Border
Surveillance

Presented by:

Dr. Miguel Escobedo (Medical Officer for
CDC USMU)

Thursday, October 9 1300 - 1400

Health Disparities in Latinos with Emphasis
on New Immigrants

Presented by:

Dr. Alfonso Rodriguez (Migrant Health
Specialist for CDC USMS)

Schedule of Events

Wednesday, October 15 1200 - 1300

Mental Health Issues Among
Latinos/Hispanics

Presented by:

CDR Carlos Castillo (HOAC Treasurer)

LCDR Luz Rivera (HOAC Secretary)

Contacts in HOAC

- CDR Guillermo Aviles-Mendoza (Chair)
- LT Yvonne M. Santiago (Vice Chair-Elect)
- LCDR Michelle Sandoval (Subcommittee Chair, Education and Outreach)
- LCDR Silvia C. Luna-Pinto (Subcommittee Chair, Public Relations & Communications)



Gracias / Thank you!

Hispanic Americans

