Key Things to Keep in Mind During Our Discussion This Evening

- The data we will share with you this evening have been gathered from several sources and may communicate general generalizations about the Latino population or Latino patients. In no way do the data imply that all Latino patients are the same. Each Latino patient needs to be considered individually.

- During our presentation this evening, we will use the terms Latino and Hispanic interchangeably.

- We understand that some information and recommendations presented this evening may already be well understood by certain members of the audience. We ask for your understanding as others may find the information helpful.
This Evening’s Agenda

- Introduction
- Understanding Latino Culture
- Emerging Gaps and Barriers
- Heightening Awareness
- Practical Tips and Solutions to Improve Communication

Our Goal: For you to leave with practical ideas that will help you increase your understanding of Latino culture and help reduce barriers to communication
Hispanics Are the Largest and Fastest Growing Minority in the U.S.¹

- Hispanics are the largest minority group in the United States¹
- 48 million or 15% of the total U.S. population¹
- Latinos are the fastest growing minority¹
- By 2050, Latinos will represent 30% of the U.S. Population¹

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<th>Keys to Gaining Better Understanding of Your Latino Patients</th>
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What is Cultural Competency?

- “Cultural competence in health care describes the ability of systems to provide care to patients with diverse values, beliefs and behaviors, including tailoring delivery to meet patients’ social, cultural and linguistic needs”¹

- Three areas of focus
  - Cultural awareness
  - Cultural knowledge
  - Cultural skills

Latino Family Values You May Encounter

- Traditional Latino family values include:
  - The importance of family and extended family
  - Religion
  - Strong gender roles
  - The inclusion of their families in medical decision making
Speaking the Same Language Doesn’t Ensure Clear Communication

- There are some 32 million Americans who speak a language other than English at home¹
  - Spanish is the main “other language” in the U.S.¹
  - 24% of Hispanics were born outside the U.S. and Puerto Rico¹
  - A majority of Hispanics in the U.S. are bilingual¹
  - 77% report Spanish as their primary language and the language they speak at home¹

- Cultural context in addition to language skills is key

Effects of Language Services on Patient Care¹

- A retrospective analysis from 1997 highlights interesting results for consideration
- Compared with English-speaking patients, patients who used interpreter services:
  - Receive significantly more recommended preventative services
  - Make more office visits
  - Have more prescriptions written and filled

Compelling Data From a Survey Demonstrate Latinos Feel Left Out of the Health Care Equation

Elena V.Rios, MD, MSPH
Hispanics Faced Greater Difficulty in Communicating with Physicians¹

Percent of adults with one or more communication problems*

* Problems include understanding doctor, feeling doctor listened, had questions but did not ask.

Hispanics Were More Likely Than Whites and Blacks to Go Without Needed Care¹

Percentage of Adults Ages 18 to 64 Reporting Not Always Getting Care When Needed, 2006

Hispanics Were Less Likely to Ask Questions of Their Doctor¹

Percent of Adults Reporting They Had Questions Which They Did Not Ask on Last Visit

Hispanics Had Greater Difficulty Understanding Instructions on Prescription Bottles¹…

Percent of adults reporting it very easy to understand prescription bottle

- Total: 79%
- White: 82%
- African American: 79%
- Hispanic: 64%
- Asian American: 66%