



Health  
Literacy in  
Action

HARC

H E A L T H  
L I T E R A C Y  
A N N U A L  
R E S E A R C H  
C O N F E R E N C E

Integrating Research,  
Practice, and Policy



---

# Reaching the Hispanic Community in Times of Crisis – Lessons from *Por Nuestra Salud y Bienestar.*

Anna Maria Izquierdo Porrera, MD PhD – Care for Your Health, Inc  
Gianina Hasbun, MA - Latino Health Initiative, Montgomery County  
Nora Morales – Identity



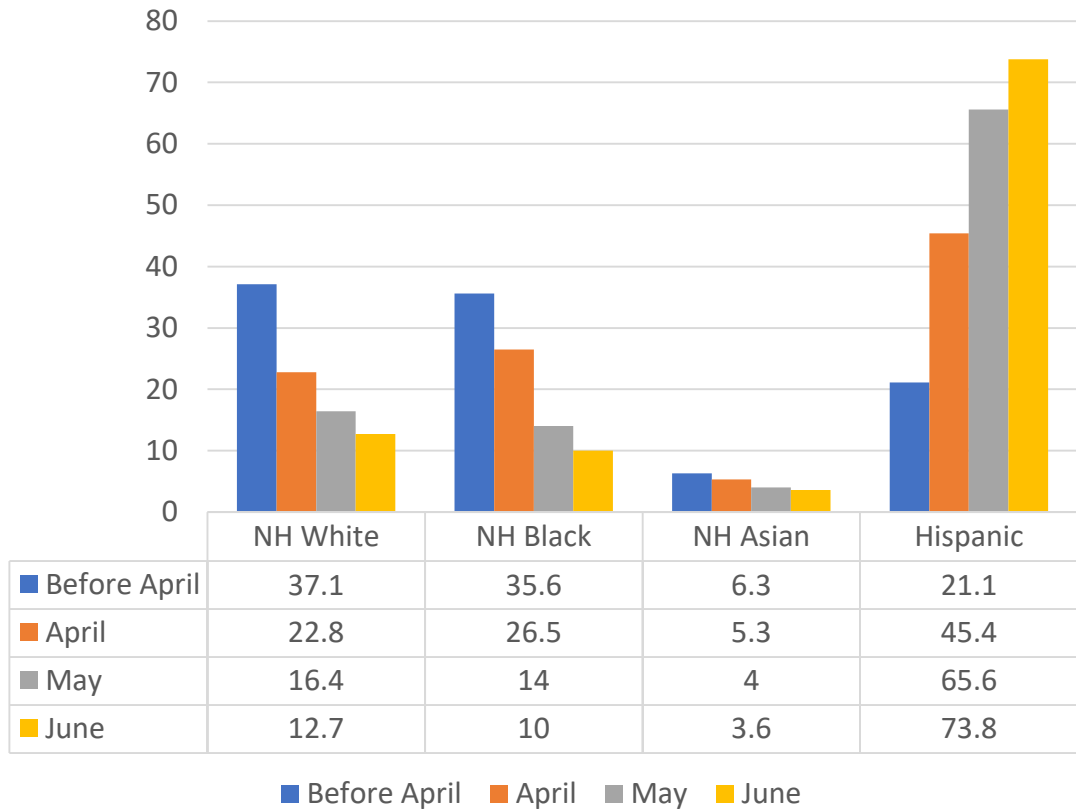
# Learning Objectives

---

- Describe the importance of going beyond linguistic competence.
- Identify trust brokers in the community you are serving.
- Describe the process for designing an effective communication campaign to reach your community.

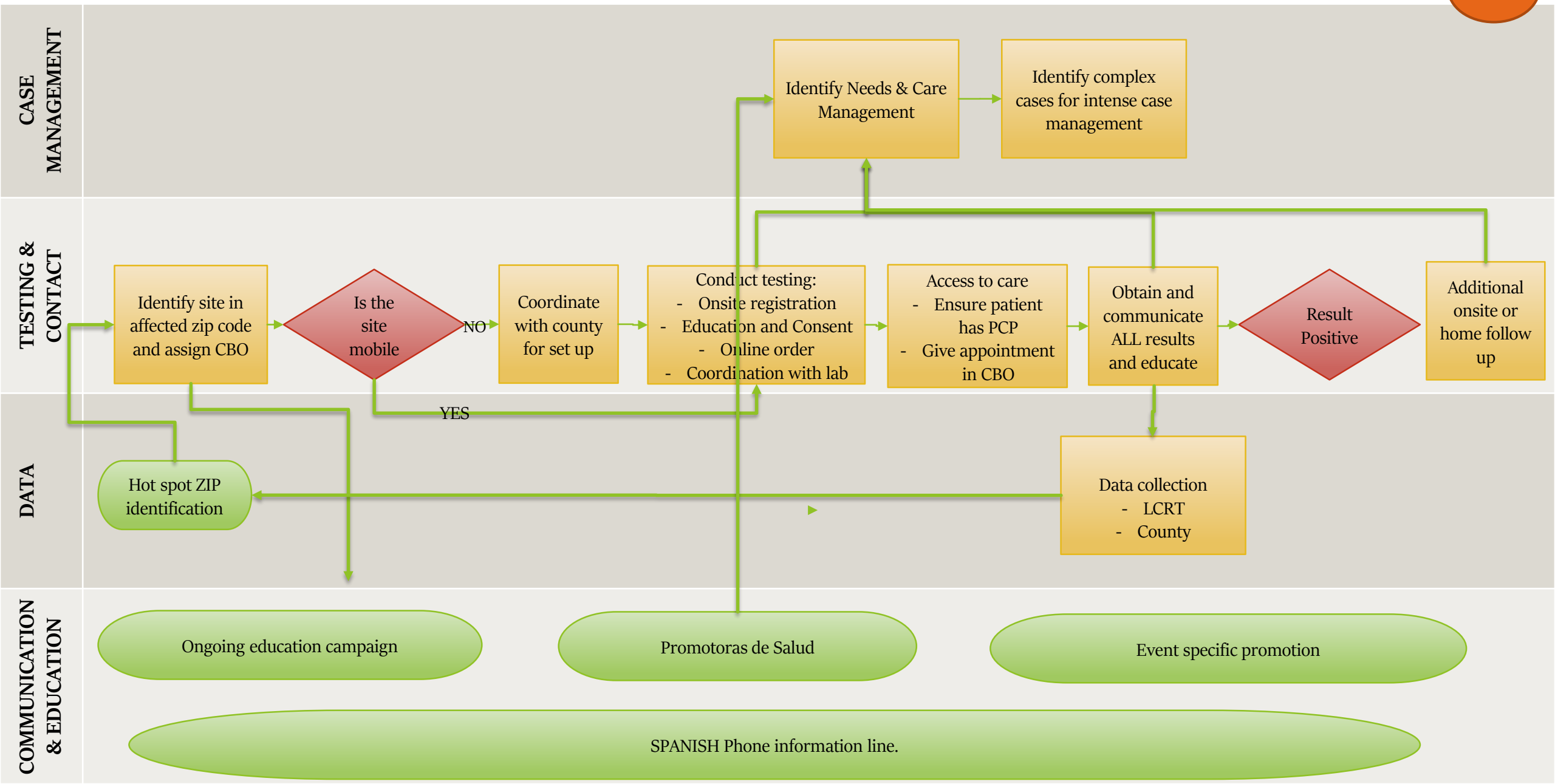
# About Por Nuestra Salud y Bienestar.

## How it all started



- Latino Members of County Council convenes a meeting of Latino Community Organizations to tackle the effects of COVID in the Latino community.
- County Executive gets involved.
- Within a month and a half PNSB is designed and funding approved by County Council.

# POR NUESTRA SALUD Y BIENESTAR



# Community Partners

---

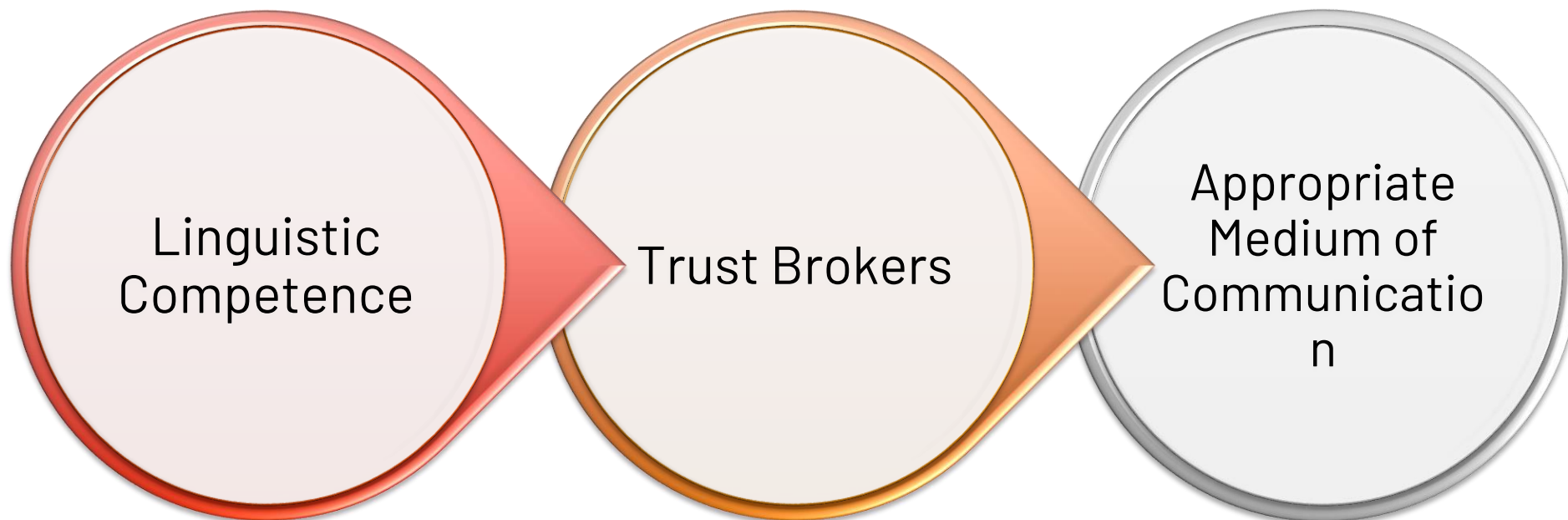


# Poll #1

---

# Essential Aspects of the Program

---

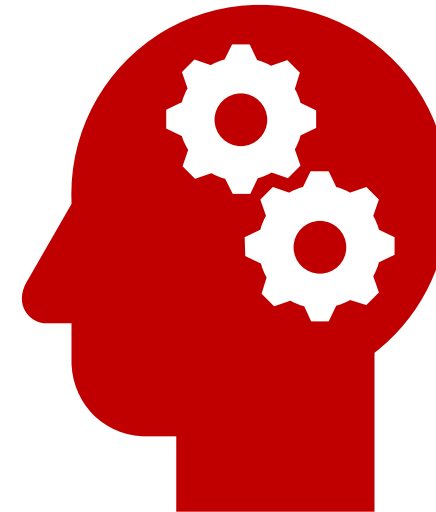




# Linguistic Competence

# Linguistic competence

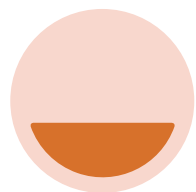
Speaking Spanish is not the same as being linguistically competent



# Linguistic competence

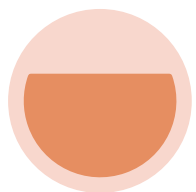
---

## Consequences of lack of linguistic competence



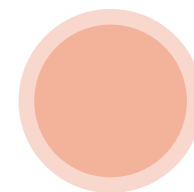
### **Insult**

Not all insults  
are obvious



### **Distrust**

“No sabe lo que  
se dice”



### **Misunderstanding**

The difference  
between  
feeling blue and  
being blue

# Trust Broker

# Poll #2

---

# Trust Broker

---

## Finding your Trust Broker

- Not every known person in our circles is a Trust Broker in the community
- Ask members of the community who they trust
- What professions are brokers: receptionists, case managers, coaches, religious leaders
- Community Based *Promotoras*

# Trust Broker: *PROMOTORAS*



**PROGRAMS**

1. *Vias de la Salud* - LHI
2. Identity
3. CASA

**GRASS ROOTS**

1. From the community to the community: shared cultural, linguistic and demographic characteristics
2. Trained volunteers
3. Reach low-literacy, low internet access communities

**OUTCOMES**

1. Increased testing
2. Participate in activities outside of promotion that enhance the testing experience
3. Increase in case management referrals



# Trust Broker: Case Manager's



## Programs

- Identity
- Proyecto Salud
- Kaseman Clinic

## Linguistically and Culturally Proficient

- Staff is fully bilingual *and* often has personal experiences of being social service recipients as children or youth.
- Staff has received trauma-informed training on helping clients through grief, identifying evidence of domestic violence, depression, anxiety, and suicidal ideation.

## Outcomes

- We have served over 1500 clients;
- Made over 1973 referrals; and
- Coordinated case management and mental health trainings between CMs and DHHS.



# Appropriate Medium of Communication

# Appropriate Medium of Communication

---

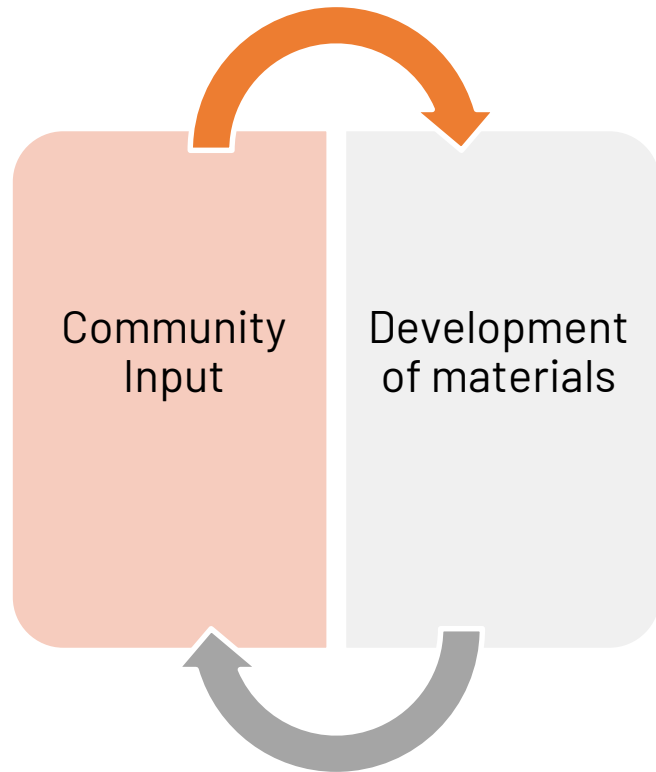
## What not to do

- English main-stream media does not reach our community
- TV vs Radio
- Do not expect everyone to read their way through the information you provide
- DO NOT use google translate



# Appropriate Medium of Communication

## Development feedback loop



## Other considerations

- WhatsApp
- Culturally appropriate characters
- Campaigns that make sense to the community

# Appropriate Medium of Communication



# In Summary...

## To fight COVID in the community...

- Speak their Language
- *Confianza*
- Choose the mediums they frequent.



# Questions

---

