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# Latinos Rising: Building a Cohesive Culture for Health Equity in the U.S.

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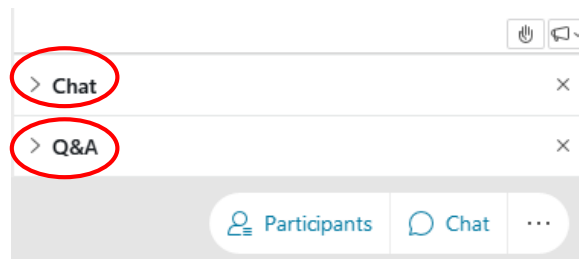
Coordinator, *Salud America!*  
at UT Health San Antonio



# Logistics

- Participants will be muted
- Ask any tech or logistics questions for the host in the chat bar
- 10-15 minutes of Q&A at the end of the webinar – ask questions for the presenters in the Q&A bar
- Recording and slides will be available at

<http://healthyeatingresearch.org/>



# Agenda: Latinos Rising

- About *Salud America!*
- The Diverse U.S. Latino Population
- Mechanisms of Discrimination
- Overcoming Discrimination, Moving to Cohesion
- New and Future Directions



# About *Salud America!*



Inspire people to drive community change for the health of Latino and all families



Activities Digital content curation and multimedia communication for health equity advocacy



Topics Healthcare, edu, trauma, housing, transit, green space, food, discrimination, civics, etc.

[salud-america.org](https://salud-america.org)



HQ:



Funder:



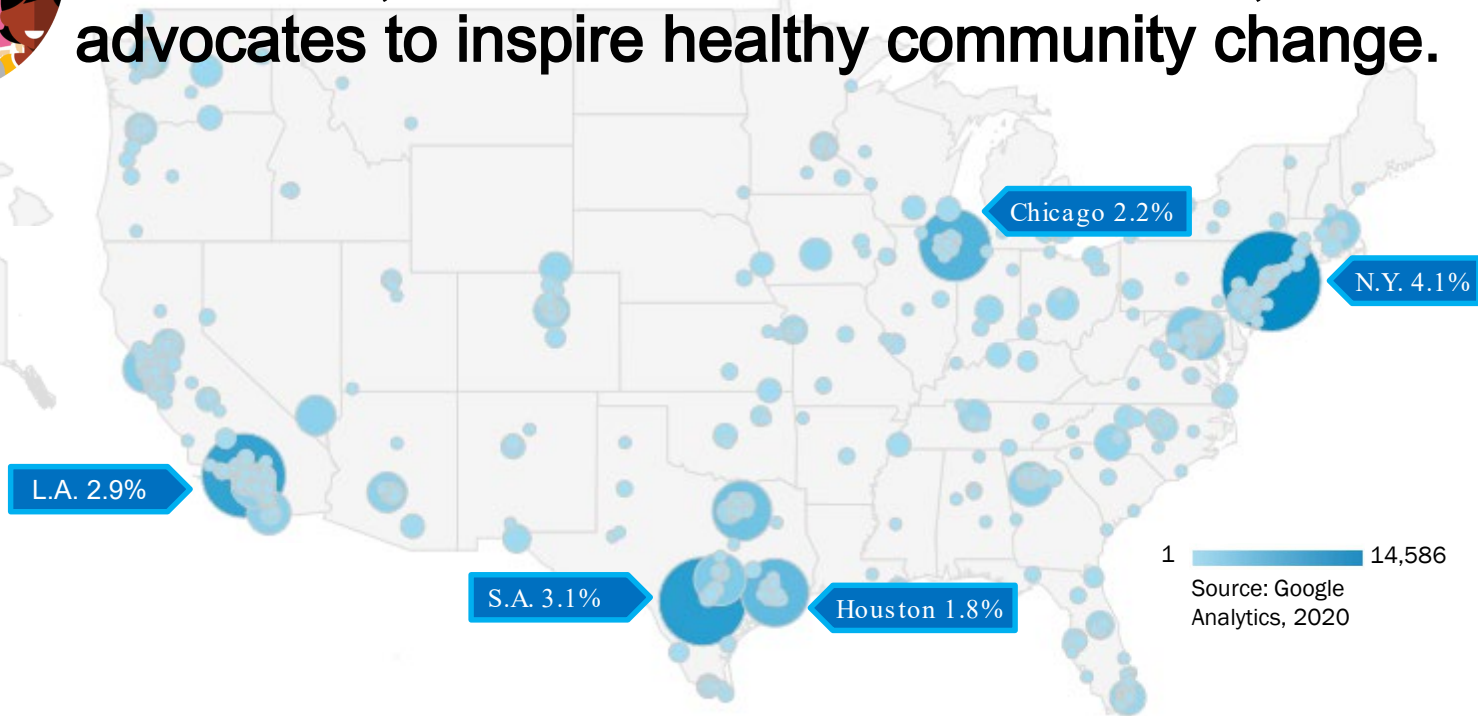




# About *Salud America!*

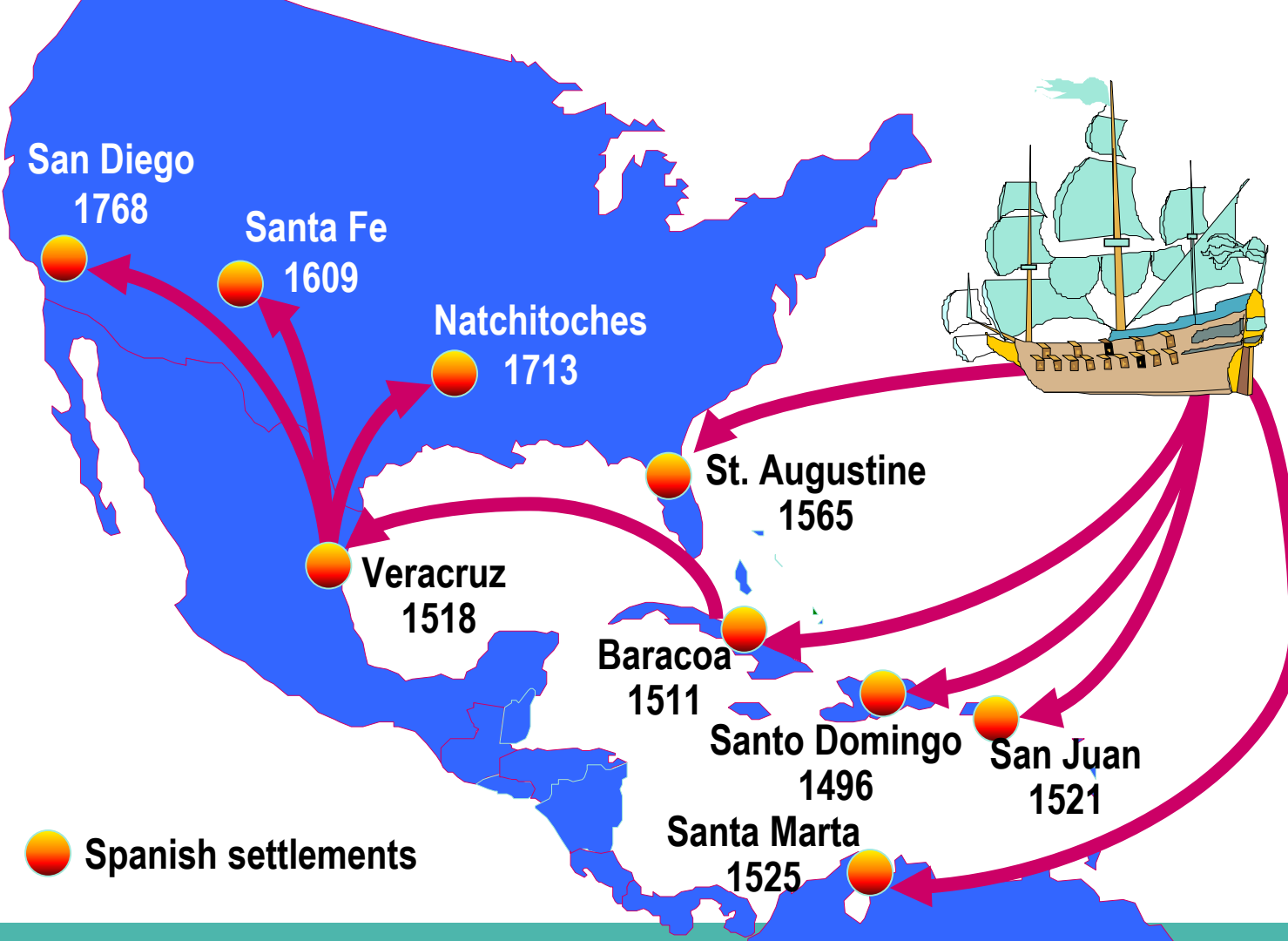


We digitally curate Latino health equity stories, research, and tools to a network of 400,000+ advocates to inspire healthy community change.



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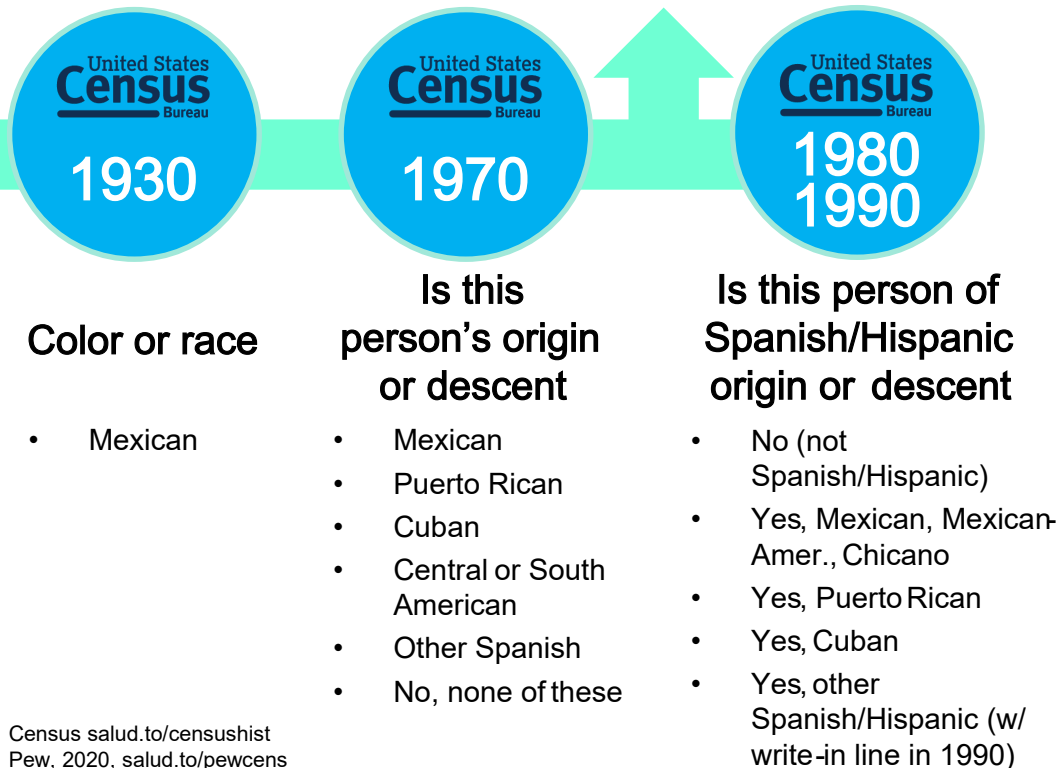


**Selected  
Spanish  
Settlement  
Dates in the  
Americas:  
Late  
1400s-  
1700s**

 **Spanish settlements**

# So who are “Latinos”?

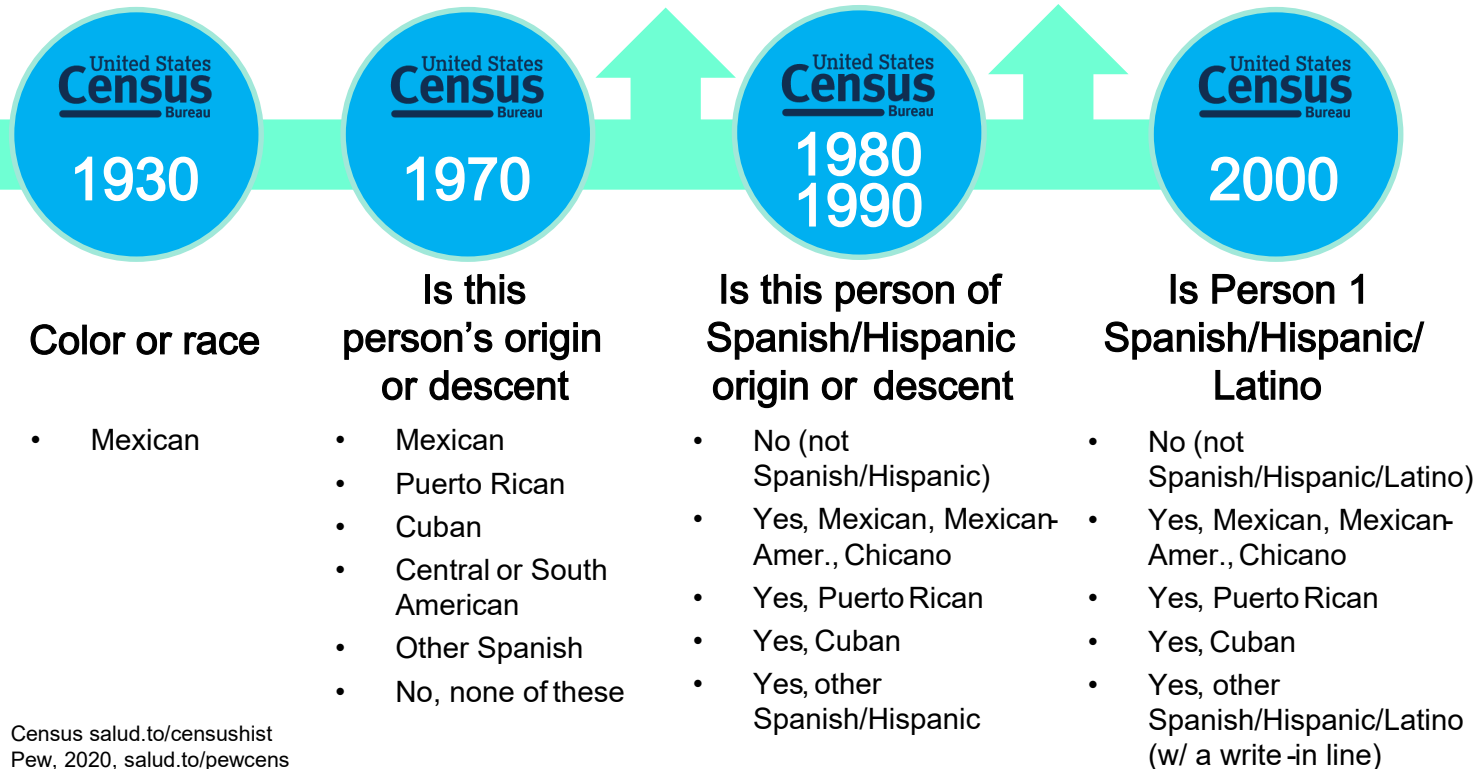
## HISPANIC



# So who are “Latinos”?

**HISPANIC**

**LATINO**



- Mexican

- Mexican
- Puerto Rican
- Cuban
- Central or South American
- Other Spanish
- No, none of these

- No (not Spanish/Hispanic)
- Yes, Mexican, Mexican-Amer., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, other Spanish/Hispanic

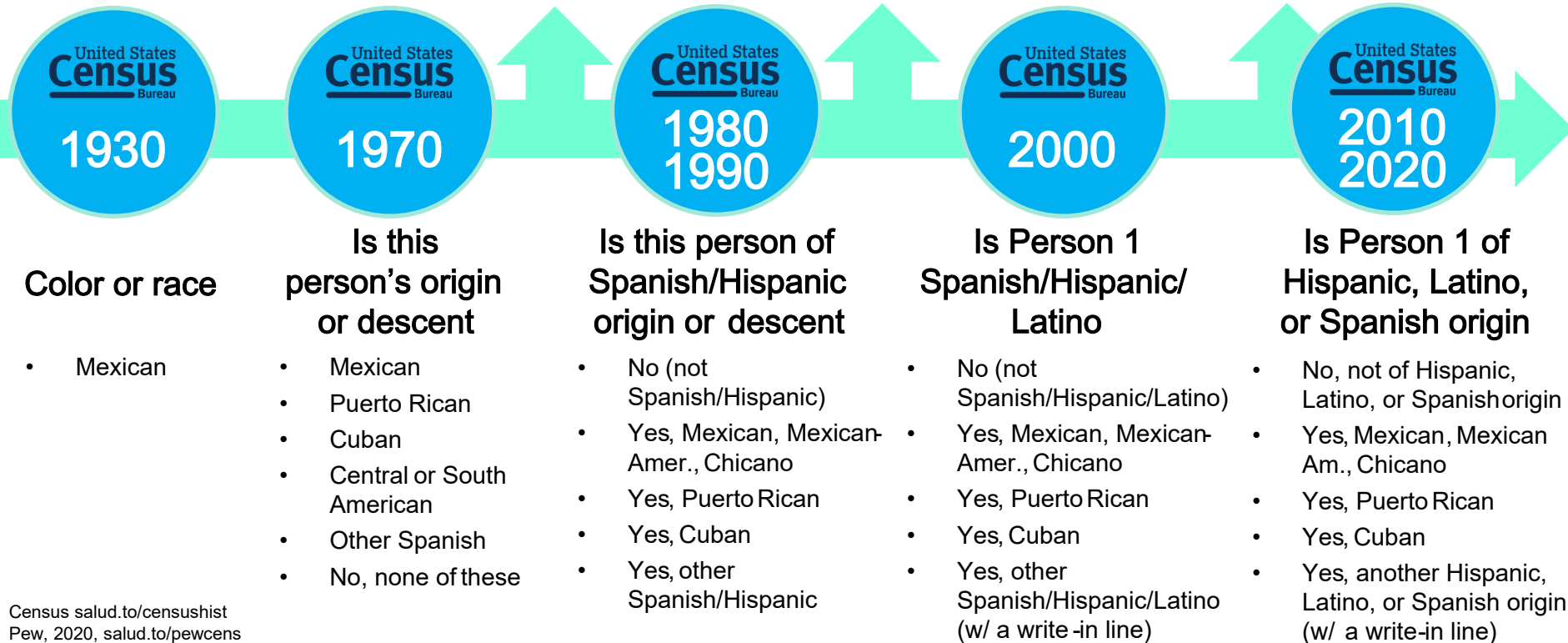
- No (not Spanish/Hispanic/Latino)
- Yes, Mexican, Mexican-Amer., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, other Spanish/Hispanic/Latino (w/ a write-in line)

# So who are “Latinos”?

**HISPANIC**

**LATINO**

**LATINX**



# Whatever You Call Latinos, You Must...



## Recognize their preferences

### Hispanics have mixed views on how they describe their identity

% of Hispanics saying they describe themselves most often as ...

Country of origin/heritage	Hispanic/Latino	American
	50	23
	23	23

Do you prefer the term "Hispanic" or "Latino"?

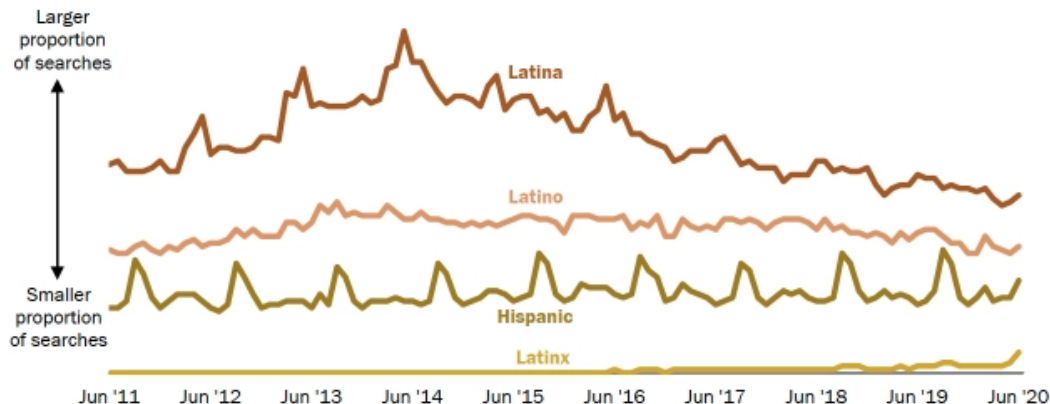
No preference	Hispanic	Latino
51	32	15

Note: "No preference" is a voluntary response. Other voluntary responses not shown.

Source: Pew Research Center 2015 National Survey of Latinos (Oct. 21-Nov. 30, 2015).

PEW RESEARCH CENTER

Proportion of all monthly Google searches in the U.S. that contain the term ...



Note: Google Trends data does not indicate the number of searches but instead are standardized data, displaying the relative change in searches over the time period on a 0 to 100 scale. Google Trends are monthly averages based on weekly volume.

Source: Pew Research Center analysis of Google Trends data for June 2011 to June 2020, accessed July 24, 2020.

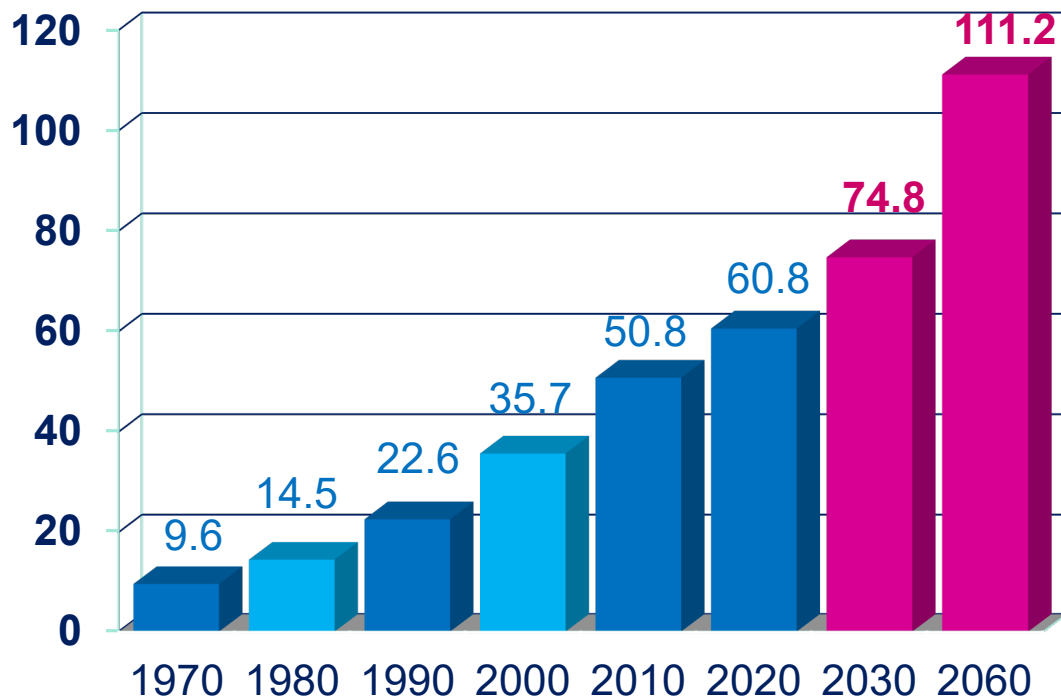
"About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It"

PEW RESEARCH CENTER

# Whatever You Call Latinos, You Must...



Recognize their growth (in total)



Latino Population:  
1970-2060 (millions)

- First year "Hispanic" or "Latino" used
- Census
- Census Projections



# Whatever You Call Latinos, You Must...



Recognize their growth (by geography)



**Increase in Latino population by state, 2010-2019**

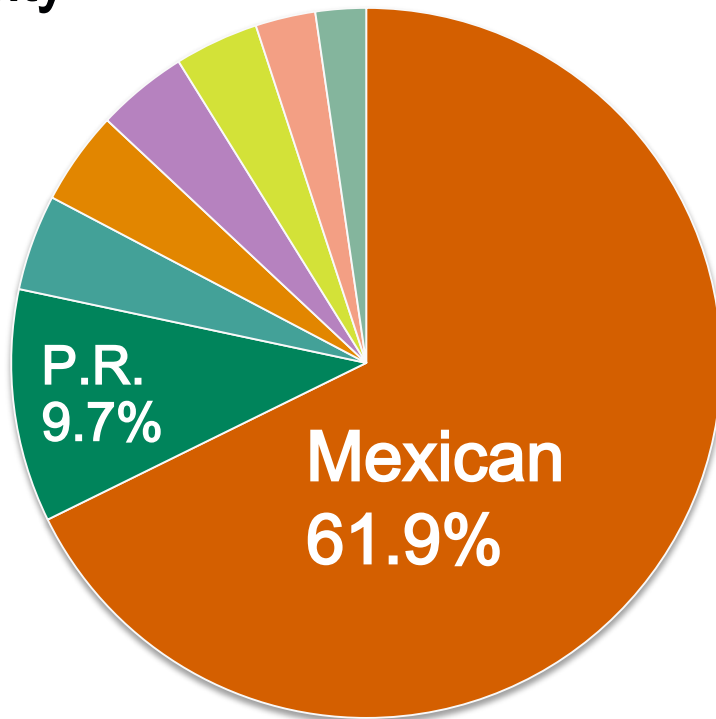
# Whatever You Call Latinos, You Must...



## Recognize their diversity

- Cuban, 4%
- Salvadoran, 3.9%
- All other Latino, 3.8%
- Dominican, 3.5%
- Gutamalan, 2.5%
- Colombbian, 2.1%

Not shown: 15 other groups, each 1.6% or less



# Whatever You Call Latinos, You Must...



## Recognize their disparities

### **Obesity**

Obesity rates are higher for Latino kids (20.7%) than for white kids (11.7%) ages 10-17

### **Diabetes**

Over the life span, Latinos have a 40% chance of developing type 2 diabetes

### **Cancer**

Latinos have higher rates of liver, cervical, and stomach cancers than the general population

### **Alz.**

Latinos are 1.5x more likely to develop Alzheimer's disease than white non-Latinos

### **COVID**

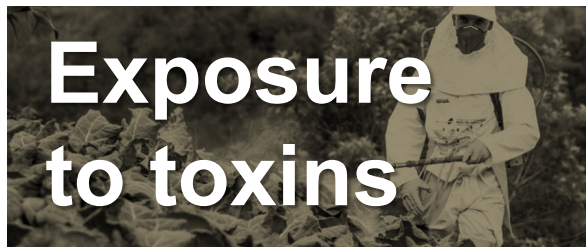
COVID-19 hospitalization rates for Latinos are 3.9x the rate among Whites

# Whatever You Call Latinos, You Must...



Recognize the inequities behind the disparities

Source: [salud-america.org](http://salud-america.org)



# Agenda: Latinos Rising

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- **Mechanisms of Discrimination**
- Overcoming Discrimination, Moving to Cohesion
- New and Future Directions

# Our Research Review

9/15/20 *Salud America!* [salud.to/cohesion](https://salud.to/cohesion)

September 2020

RESEARCH REVIEW



## Achieving a Cohesive Culture for Health Equity in Latino and All Communities


### Abstract

Health inequities are persistent in the United States.

A widening socioeconomic gap, extensive poverty, and multi-level racism, discrimination, and segregation contribute to inequitable distribution of healthcare, resources, and a significant disparity in mental and physical health outcomes among Latino and other population groups.

In a society characterized by income segregation and information “bubbles,” it is easy for those who are more fortunate and/or whose hard work has been amply rewarded to fail to perceive






Racial/ethnic  
discrimination impacts  
educational attainment,  
which, in turn, impacts  
future educational,  
health, social, and  
career opportunities for  
people of color .



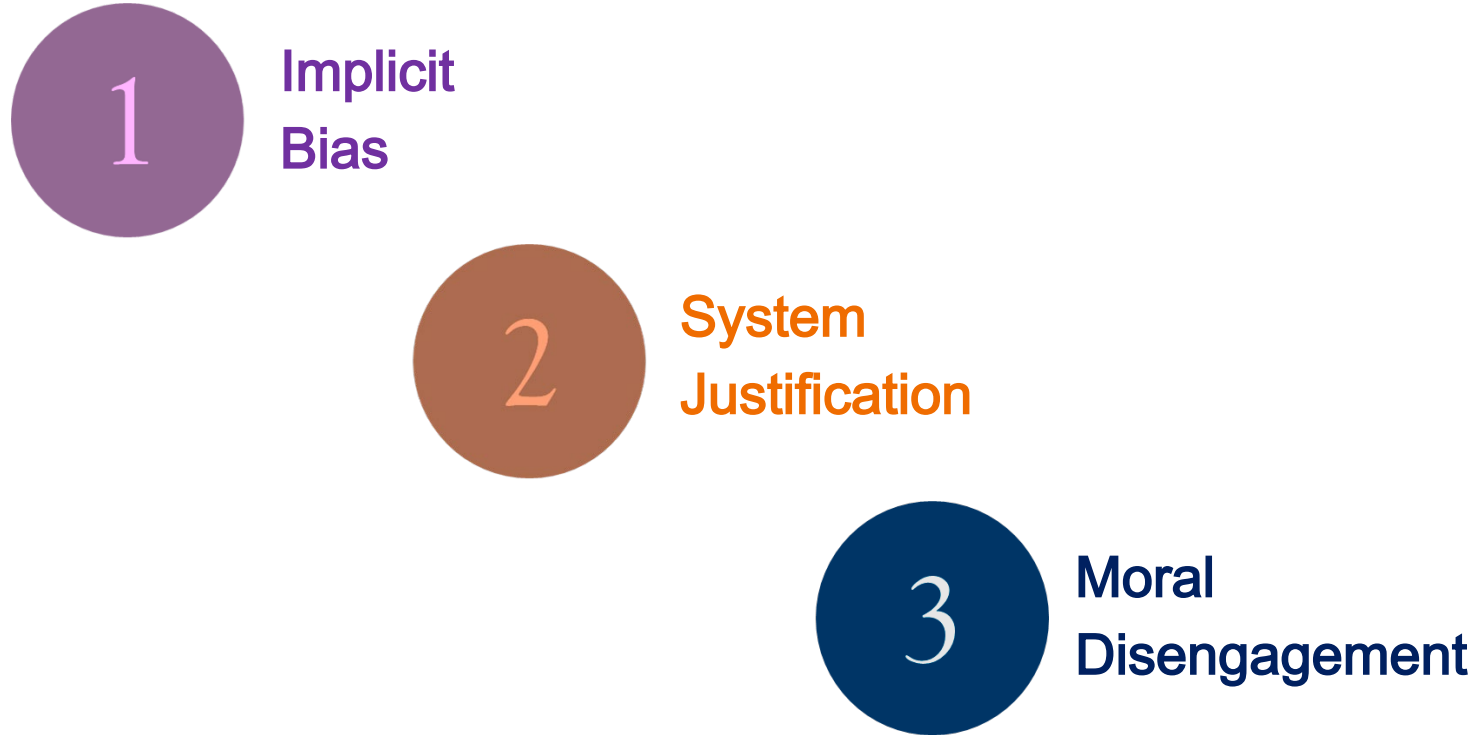
Most people of color  
say they've experienced  
discrimination due to  
their race or ethnicity  
from time to time or  
regularly, including 76%  
of Blacks and 58% of  
Latinos, compared to  
33% of Whites.





A cohesive culture for health equity is one where everyone works individually and as a group to ensure that each person has a fair, just opportunity for health and wealth.

# Mechanisms of Discrimination



# 1 Implicit Bias

## What is it?

Implicit bias is preconceived notions, or stereotypes, that affect our understanding, actions, and decisions about others—and which operate beyond our conscious control.

### What is **Implicit Bias** and Why Should You Care?



We need a cohesive culture focused on health equity, where everyone works individually and as a group to ensure that Latinos and all people have a fair, just opportunity for health and wealth.

So we must help people understand and overcome mechanisms by which they discriminate against people of color or justify people being in poverty.

Implicit bias is one of those mechanisms.

#### What is implicit bias?

Bias is the tendency to favor one group over another.

Many people think they harbor no bias toward other people, or they believe they know their biases and don't act on them.



Implicit bias is preconceived notions, or stereotypes, that affect our understanding, actions, and decisions about others—and which operate beyond our conscious control.

As our brains use a shortcut to categorize what we encounter, perceptions about people based on income, race/ethnicity, education, style of dress, etc., lead us to behave a certain way toward those people, involuntarily.

Why is it problematic?	How can we address it?
Studies show primary care doctors had implicit bias against Black and Latino patients, and favored white patients. Implicit bias by healthcare providers contributes to significant health disparities that exist in the U.S. across a range of illnesses.	Implicit biases can be changed. Interventions aimed at “rewiring” implicit biases toward more compassion and understanding for the impoverished and people of color may lead to more equitable distribution of resources and access to health and wealth.

 Test yourself for bias ... then read amazing stories of people who have overcome bias and help others do the same: [salud.to/biastesting](https://salud.to/biastesting)

 This info is based on the *Salud America!* “Achieving a Cohesive Culture for Health Equity in Latino and All Communities: A Research Review.” Read the full Review w/ citations: [salud.to/cohesion](https://salud.to/cohesion)

# 1 Implicit Bias

## Why is it problematic?

Studies show primary care doctors had implicit bias against Black and Latino patients, and favored white patients. Implicit bias by healthcare providers contributes to significant health disparities that exist in the U.S. across a range of illnesses.

## 2

# System Justification

## What is it?

System justification theorizes people will rationalize the status quo, believing the social, economic, and political systems must be fair and advantageous, or they wouldn't be in place.

## What is System Justification and Why Should You Care?



We need a cohesive culture focused on health equity, where everyone works individually and as a group to ensure that Latinos and all people have a fair, just opportunity for health and wealth.

So we must help people understand and overcome mechanisms by which they discriminate against people of color or justify people being in poverty.

System justification is one of those mechanisms.

### What is system justification?

System justification is a potentially strong motivator of human behavior because it addresses fundamental human needs to reduce uncertainty, threat, and social discord.



System justification theorizes people will rationalize the status quo, believing the social, economic, and political systems must be fair and advantageous, or they wouldn't be in place.

In other words, there is a general subjective motive justifying the existing socioeconomic order. That motive, largely implicit, is partially responsible for creating and maintaining the inferiority of people of color and those in poverty.

### Why is it problematic?

System justification can make people feel better about the status quo on an emotional level. But it also can also hinder efforts for health equity, such as racial justice, reducing the rich-poor gap, or curbing Latino health inequities.

### How can we address it?

Intergroup contact can help. In a study, participants who read about rising U.S. income inequality rated structural or system factors (i.e., coming from a poor or rich family) as more important for getting ahead than individual factors (i.e., hard work), than those who read about baseball.



Read more about system justification ... and how interpersonal and intergroup contact can help achieve social cohesion: [salud.to/systemjust](https://salud.to/systemjust)



## System Justification

### Why is it problematic?

System justification can make people feel better about the status quo on an emotional level. But it also can also hinder efforts for health equity, such as racial justice, reducing the rich-poor gap, or curbing Latino health inequities.

## 3

# Moral Disengagement

## What is it?

Moral disengagement is the cognitive process of decoupling one's internal moral standards from one's actions, thus allowing one's self to conduct unethical behavior without feelings of guilt or distress.

## What is Moral Disengagement and Why Should You Care?



We need a cohesive culture focused on health equity, where everyone works individually and as a group to ensure that Latinos and all people have a fair, just opportunity for health and wealth.

So we must help people understand and overcome mechanisms by which they discriminate against people of color or justify people being in poverty.

Moral disengagement is one of those mechanisms.

### What is moral disengagement?

- 1. Moral justification:** Reconstruct the immoral action as serving the greater good.
- 2. Diffusing responsibility:** Attribute immoral action to an order from an authority figure.
- 3. Minimizing injurious consequences:** Person tells him/herself that the outcome of the action will not be a "big deal."
- 4. Dehumanizing the victim:** Person reduces identification with victim, saying victim made themselves a target for the action.

### 4 Types

Moral disengagement is the cognitive process of decoupling one's internal moral standards from one's actions, thus allowing one's self to conduct unethical behavior without feelings of guilt or distress.

### Why is it problematic?

Latinos and other out-groups suffer consequences of biases, racism, and discrimination that result in negative interactions with those acting with moral disengagement, including doctors, police, during the hiring process, or at the work place.

### How can we address it?

While exposure to the poor in an impersonal way, such as panhandling, usually negatively reinforces negative feelings and beliefs, interpersonal or intergroup contact may change a person's beliefs about out-group members in a positive way.



Read more about moral disengagement ... and how interpersonal and intergroup contact can help achieve social cohesion: [salud.to/moraldis](https://salud.to/moraldis)




## Why is it problematic?

Latinos and other out-groups suffer consequences of biases, racism, and discrimination that result in negative interactions with those acting with moral disengagement, including doctors, police, during the hiring process, or at the work place.



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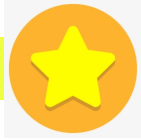


Social cohesion  
represents the  
capacity of a  
society to ensure  
the long-term  
physical and  
psychological well -  
being of its  
members

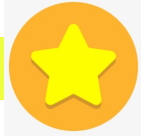


Intergroup contact, peer modeling, and awareness-provoking interventions can improve social cohesion and compassion toward minority and impoverished out-groups.

# How to Improve Social Cohesion



**Intergroup contact theory**



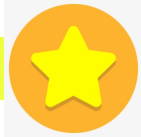
**Peer modeling**



**Implicit bias training**



**Effective communication**



**Social media for social change**





# Intergroup Contact Theory

## What is it?

Members of one group, having incomplete or inaccurate ideas about members of another group, can positively change their beliefs and attitudes toward that group via contact.





# Intergroup Contact



## Contact with Immigrants

One study found that more interpersonal contact with Latino immigrants predicted fewer calls for lower immigration rates, fewer calls for increased border security, and fewer calls for increased workplace raids.



# Peer Modeling

## What is it?

Peer modeling promotes positive intergroup attitudes via the knowledge that an in-group member has a close relationship with an out-group member.





# Peer Modeling



## School Peer Modeling

An intervention with U.S. ninth-graders used peer modeling via authentic stories of changed behavior to overcome prejudice, promote positive intergroup interactions, and reject moral disengagement processes.





# Implicit Bias Training

## What is it?

Implicit bias training programs aim to improve intergroup attitudes and relations by “rewiring” subconscious associations.





# Implicit Bias Training



## Dr. Jabraan Pasha

Pasha's "Unlocking Implicit Bias" incorporates storytelling, events from national headlines, and Pasha's personal anecdotes featuring his own experience as both the perpetrator and the victim of implicit bias —removing feelings of shame and guilt that many people associate with implicit bias.



# Effective Communication

## What is it?

Effective communication allows individuals to voice their points of view without attacking another's views, and without feeling attacked.





# Effective Communication



## Facilitates Conversations

The method facilitates conversations that allow participants to truly understand each other's values, concerns, and motivations, rather than those that devolve into reinforcement of negative stereotypes or assumptions.



# Social Media for Social Change

## What is it?

Social media can be used to bring people together, and bring about social change.





# Effective Communication



## #BLM

The #BlackLivesMatter movement began on Twitter in 2016, engaging millions and growing into an organization with 30+ chapters. Deaths of Breonna Taylor, George Floyd, and others at the hands of police, illustrated that traumatic events often lead to social sharing and movement for change.

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# New Tools for Change

Use *Salud America!*'s Digital Action Pack to:

Get your city to declare racism a public health crisis (and commit to real action)!

[salud.to/ endr Racism](https://salud.to/endr Racism)

## Step 1: Ask for Input on a City Resolution to Declare Racism a Public Health Crisis & Commit to Action

Use our model emails & talking points to engage racial/ethnic organizations, social justice groups, and public health agencies for input and guidance on a city resolution and commitment to action.

## Step 2: Email City Leaders to Declare Racism a Public Health Crisis & Commit to Action

Use our model email, talking points, and social media messages to ask your city leaders to take steps to start and support a city resolution and commitment to action.

## Step 3: Get Community Support for a City Resolution to Declare Racism a Public Health Crisis & Commit to Action

Use our sample email, press release, talking points, and social media messages to build community support for a city resolution and commitment to action.



[VIEW EXAMPLES!](#)





# New Tools for Change

## Use *Salud America!*'s Digital Action Pack to:

Start a “Handle With Care” program where police alert schools when kids are at a traumatic scene, enabling schools to support these kids, even if virtual !

[salud.to/ traumakids](https://salud.to/traumakids)



### Step 1: Start the Convo for Handle With Care

Use our model emails and talking points to engage decision-makers about the need for Handle With Care, even if school is closed for summer or a pandemic.

### Step 2: Create a Group and a Vision

Use our guide and materials to plan, invite people to, and conduct a virtual community meeting to plan your Handle With Care program.

### Step 3: Create Your Notification Flow

Use the model notification system to create your Handle With Care Notification Flow from police to schools. Most use email, text or police dispatch to send notifications with the child's name, age, school, and a simple message to “Handle With Care” (no confidential or police incident info is shared).

### Step 4: Implement Your Program

Use our sample materials to train (in person or virtually) police, school, and mental healthcare personnel to implement Handle With Care.

### Step 5: Promote the Program

Use our model news release and sharable social media materials to raise awareness of your program in your community.

# New Tools for Change

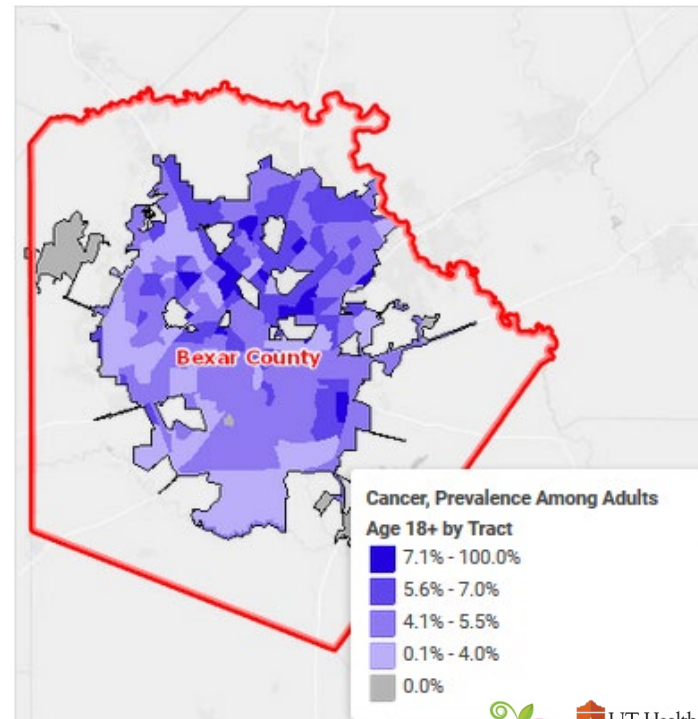
Download a “Health Equity Report Card” w/ local data on:

- poverty
- housing
- transit
- health care
- environment
- food access
- healthcare
- Schools

[salud.to/equityreport](https://salud.to/equityreport)



Cancer Prevalence



# Equitable Response to COVID-19



**↑ Income, ↓ Poverty**

- **Increase SNAP Benefits by 15%**
- **Address Affordable Housing**
- **Support Disadvantaged, Immigrant Families**
- **Maintain Focus on Education**

# Equitable Response to COVID-19



## Improve Working Conditions

- Expand Health Care Coverage
- Protect, Support Struggling Workers
- Add, Strengthen Paid Leave Policies

# Equitable Response to COVID-19

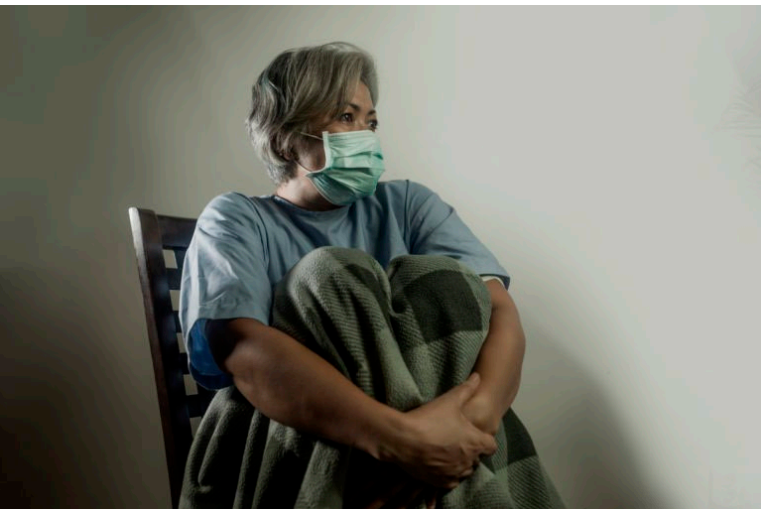


**Ensure health equity is a big part of the recovery**

- **Advance Task Forces on COVID and Health Equity**
- **Vaccine Uptake Equity**
- **Civic Engagement**
- **Involve Planners, Transit Leaders in Unlocking Health Equity**



# Equitable Response to COVID-19



## Tackle Systemic Racism, Bias

- Address Gaps in Coronavirus Relief for Immigrants
- Count Latinos in 2020 Census
- Increase Equity in Voting Opportunity
- Narrative: “Virus is the Enemy, Not the Person Infected .”

# How to Address Academic Bias

**Systemic racism in universities is visible in that students are often not given equal opportunities.**

- Professors give students with “white-sounding names” more attention
- \$\$\$ spent on Black, Latino students is more than \$1,000 less a year than white students
- Standardized tests like the GRE are often used to exclude women and applicants of color
- Black faculty are paid less grants than white faculty
- HBCUs and HSIs are consistently underfunded
- High costs of tuition create financial burdens for students of color, who incur loan debt
- Campus culture may be unwelcoming to students of color

# How to Address Academic Bias

## Diversity & Inclusion

- Recruit more students of diverse backgrounds
- Hire more faculty/staff of diverse backgrounds
- Include classes on diversity as required curriculum

## Resources & Support

- Designate resources to diversity and inclusion offices
- Increase mental health support for students of color
- Create a transparent hate/bias reporting system to support victims

## Funding & Investments

- Increase grant opportunities to research racism and race studies
- Establish connections and invest in schools that serve communities of color to create a pipeline to higher education
- Fund webinars teaching the community about racism





**Latinos:**

**US population: 18.5%**

**NCI clinical trials: 10%**

**FDA drug trials: 4%**

# How Can We Diversify Trials, Studies?

## Identify Barriers

- Lack of awareness of trials
- Lack of knowledge about disease and treatment options
- Cultural, language, literacy
- Cost, insurance, travel to trial center

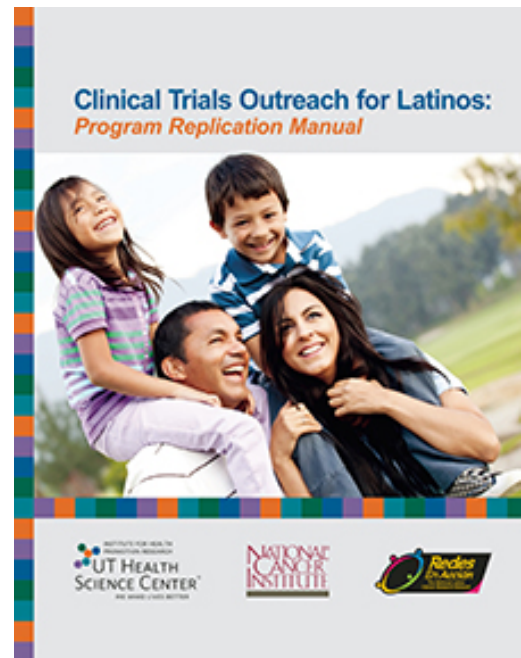
## Identify Enablers

- Trusting in the doctor
- Trusting the trial center
- Feeling that joining a trial will give hope and help future cancer patients
- Having clear information
- Encouragement from family members

# How Can We Diversify Trials, Studies?

**Our Clinical Trials Outreach for Latinos (CTOL) Manual gives tips, resources, and other help to incorporate CT outreach into an organization**

- Learn about CTs, need for Latino outreach
- Start CT outreach activities
- Adapt CT outreach materials and evaluations to org needs
- Increase the number of Latinos who participate in CTs

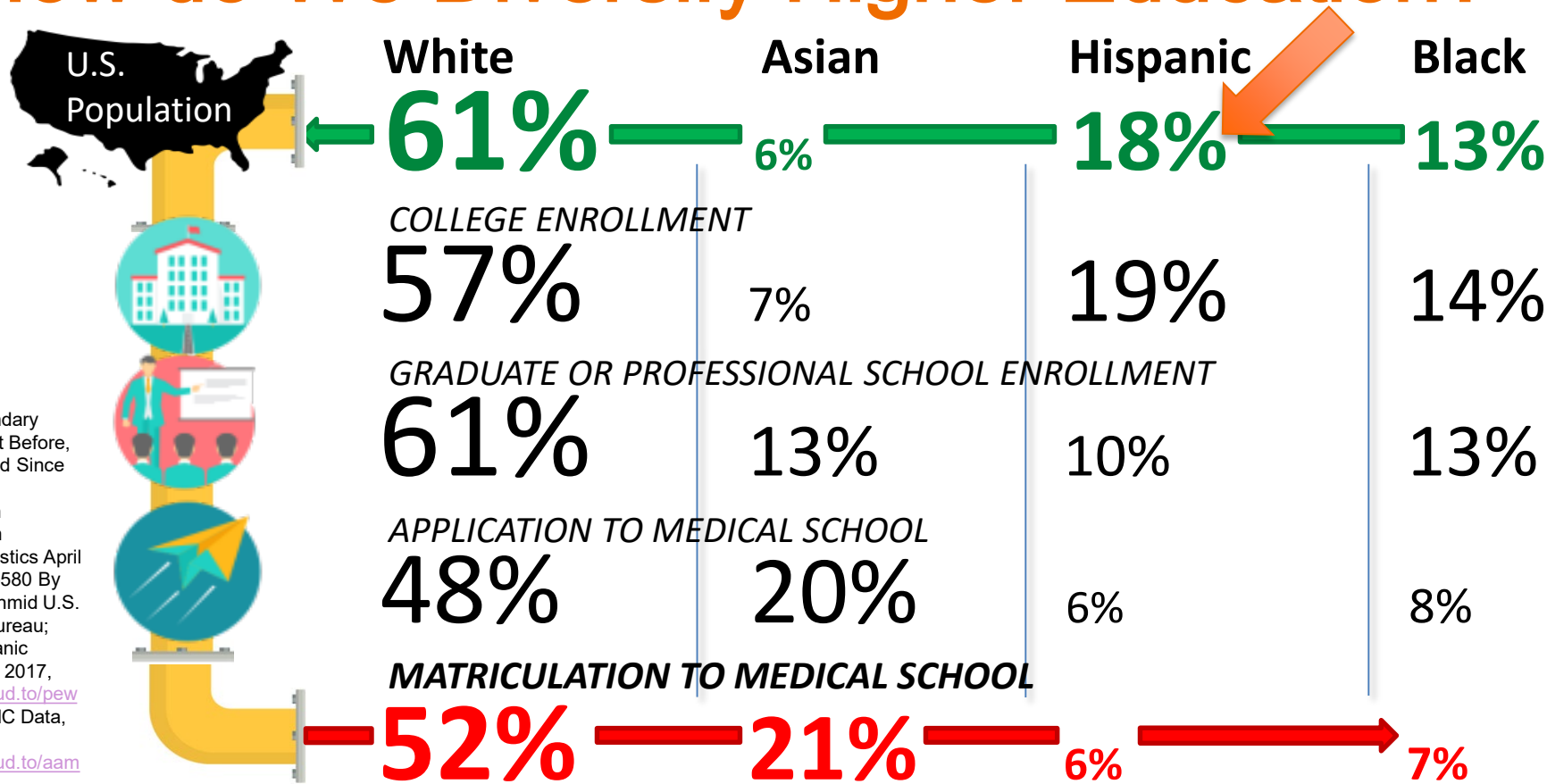


# How Can We Diversify Trials, Studies?

## More culturally sensitive interventions

- Cultural competency training for healthcare providers, researchers
- People-first interventions, where providers were individual characteristics vs. group membership (and are aware of own bias)
- Interventions to improve the ability of providers to provide health care services to patients who are unlike the providers
- Interventions that help communities of color competently navigate the patient-provider relationship and the larger health system
- Interventions that address physical barriers to access

# How do We Diversify Higher Education?



Source:  
Postsecondary  
Enrollment Before,  
During, and Since the Great  
Recession  
Population  
Characteristics April  
2018 P20-580 By  
Erik P. Schmid U.S.  
Census Bureau;  
Pew Hispanic  
Research, 2017,  
<https://salud.to/pew/data>;  
AAMC Data, 2017,  
<https://salud.to/aamcdata>



So we're bolstering the pipeline!



***Éxito! Latino Cancer Research Leadership Training***  
program (NCI, 2010-2020) aims to ↑ # of Latino participants  
who apply or are accepted into doctoral program



# Questions

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## *Salud America!* at UT Health San Antonio

Visit: [www.salud-america.org](http://www.salud-america.org) Email: [saludamerica@uthscsa.edu](mailto:saludamerica@uthscsa.edu)

Join our network: [www.salud-america.org/join](http://www.salud-america.org/join)

## Special thanks to the *Salud America!* team

Rosalie Aguilar, Project Coordinator; Cliff  
Despres, Communications; Curators: Amanda  
Merck, Pramod Sukumaran, Josh McCormack,  
Julia Weis; Tenoch Aztecatl, Video Producer





# Thank You!

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- The webinar slides and recording will be available at [http:// healthyeatingresearch.org/news \\_events/](http://healthyeatingresearch.org/news_events/)
- Stay up to date on our work and future webinar opportunities at [https://healthyeatingresearch.org/email \\_signup/](https://healthyeatingresearch.org/email_signup/)