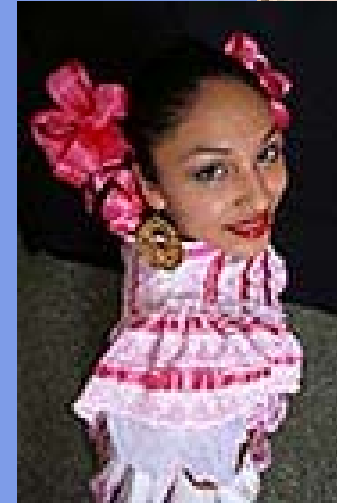


Serving Latinas In North Carolina

Rocio C. Anderson-Falconi

*Latino Outreach Consultant
RICHES Program*

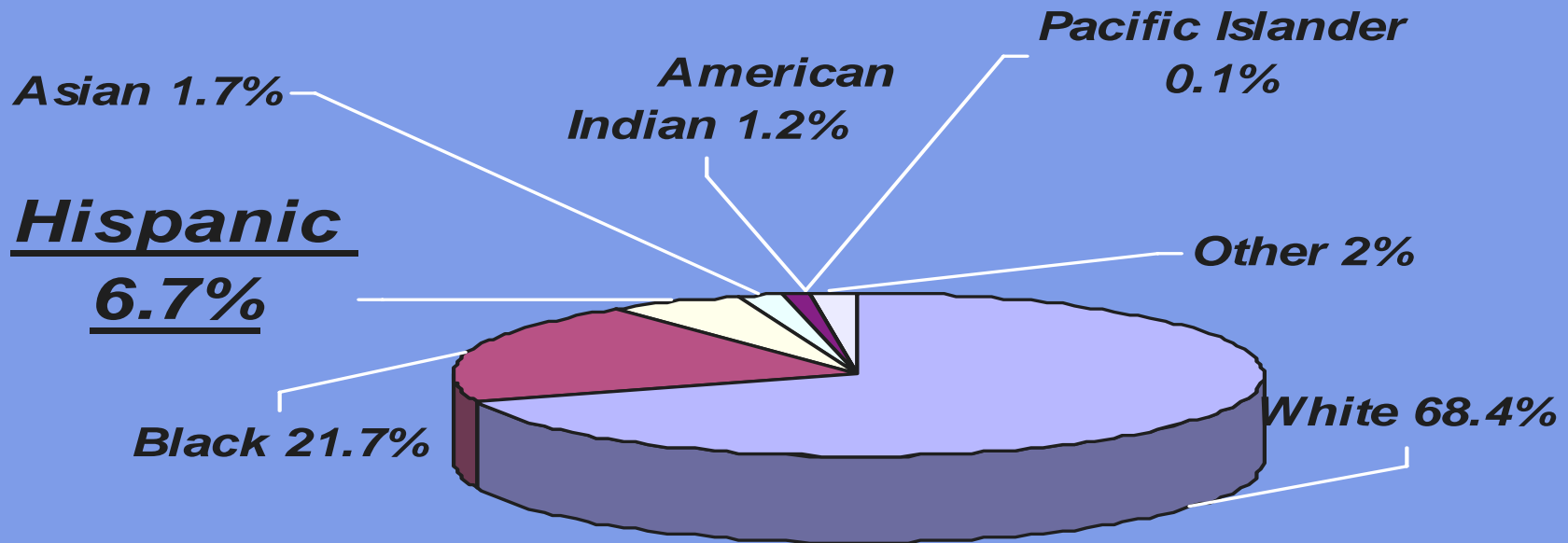
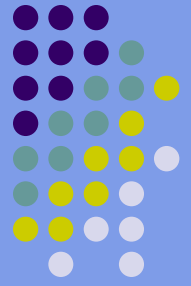


North Carolina GlaxoSmithKline
Foundation FOR THE ADVANCEMENT OF
EDUCATION, SCIENCE AND HEALTH



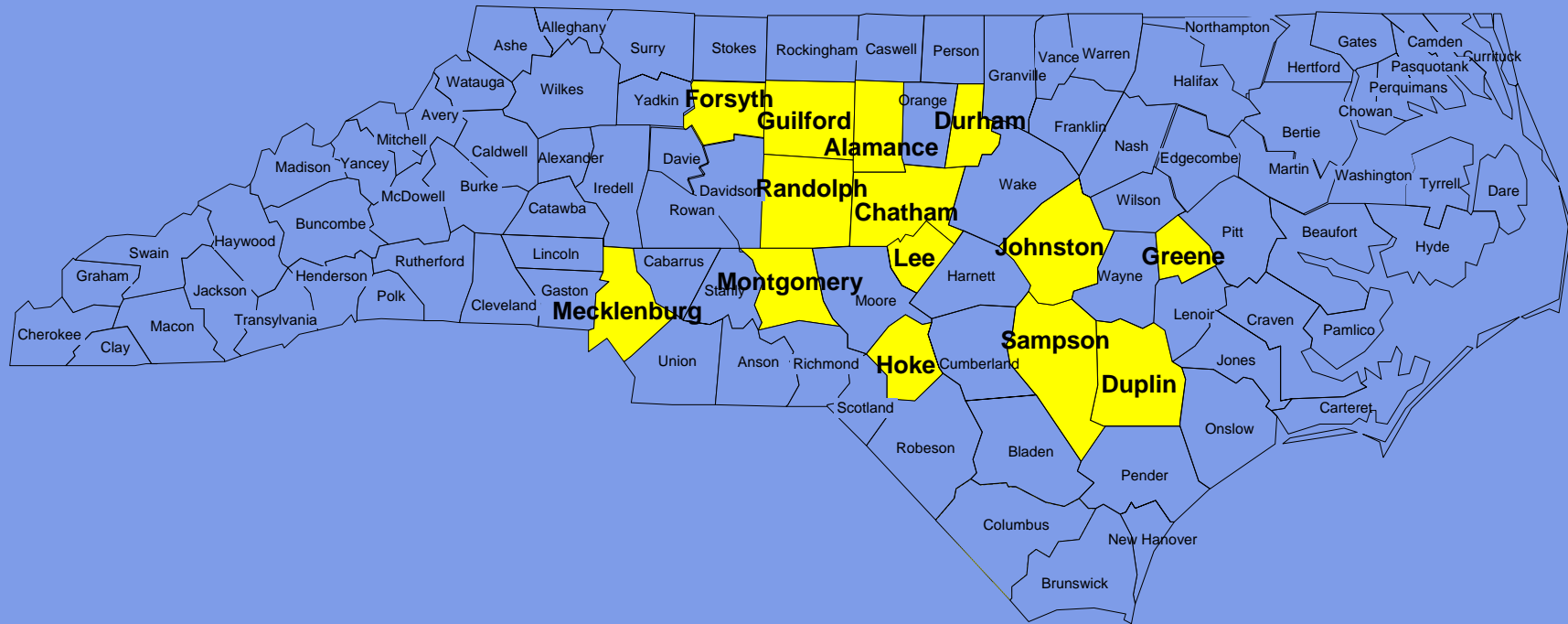
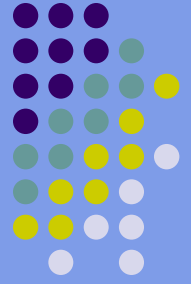
“Reducing infant death and illness and improving the health of women and young children in North Carolina.”

North Carolina Racial Demographics



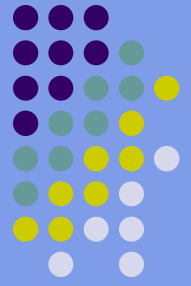
U.S. Census Bureau State and County Facts 01/02/2008 Latest Update

Greatest Hispanic Population



U.S. Census Bureau State and County Facts 01/02/2008 Latest Update

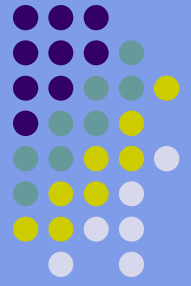
Population Increases Projected for 2030



Population increases:

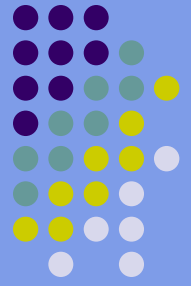
- | | |
|--|------|
| ➤ Caucasians | 25% |
| ➤ African Americans | 68% |
| ➤ Asian, Pacific Islanders, American Indians | 79% |
| ➤ Hispanic Latinos | 187% |

North Carolina Hispanic/Latino Statistics



➤ Total Population	593,896	6.7%
➤ Females	254,073	42.8%
➤ Infant deaths per 1000 births		6.2
➤ Incidence of low birth weight babies		6.3%
➤ Births to mothers 18 years or younger		5.0%

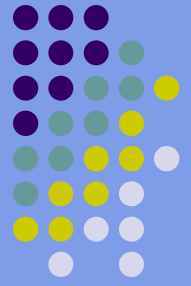
North Carolina Latino Statistics (Continued)



- Late prenatal care 30.5%
- Teen pregnancy rate per 1,000 (ages 15 – 19) 176.8
 - Overall teen pregnancy rate: **63.1**



Latinas and Community Based Organizations (CBOs)

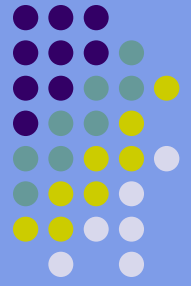


- CBOs are not a foreign concept to Latinas.
- CBOs and Latinas establish successful relationships when they are familiar with each other.



- CBOs are typically geographically located within communities that host minority populations.
- CBOs typically partner with churches and government agencies.
- CBOs do not create economic and documentation worries for their constituents

Health Status of Latinas

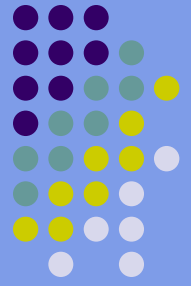


Health status is the relationship between health and:

- income
- education
- race and ethnicity
- cultural influences
- environment
- access to quality medical services

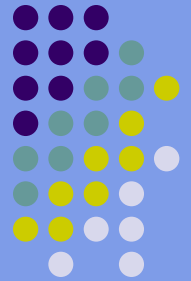


“Hispanic Paradox”



- **What is it?**
- **Why?**

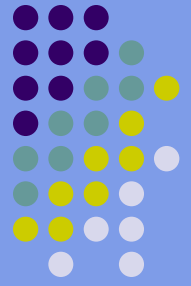
Cultural Values and Beliefs



- Religion
- Family Relationships
- Communication Styles
- Illness Beliefs and Practices
- Health Practices
- Folk Remedies
- Time Orientation

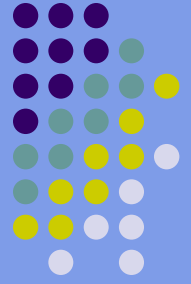


Becoming Culturally Competent



- Know your local demographics
- Learn about you community's needs.
- Focus on early intervention
- Engage the involvement of community leaders and lay people
- Utilize linguistic and culturally appropriate health education programs
- Recruit volunteers
- Take advantage of community grants

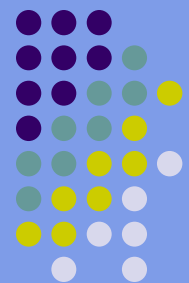




What have your experiences been?

What have you learned?

What have your successes been?



GRACIAS!
GRACIAS!