

As the number of Latinos living in the United States continues to increase, it is vitally important for hospices and end-of-life coalitions to expand outreach efforts to ensure Latinos receive quality end-of-life care. This abbreviated version of the larger NHPCO's Caring Connections Latino Outreach Guide provides you with the basics you need to get started with your outreach efforts today!

The content is brief; telling you exactly what you need to know and where to look for more detailed information and resources. Included in this guide are the findings of the Caring Connections Latino focus groups; tips for building partnerships with the Latino Community; outreach strategies and activities to engage the Latino community and a comprehensive list of resources.

While the Latino community in this country is composed of many different cultures and nations, most Latinos in the United States have Mexican roots. We have emphasized Mexican culture and heritage in these materials, while recognizing that there will be variations in communities. As with all successful outreach efforts, the characteristics of the community or region should always be taken into account.

## Caring Connections Latino Focus Groups

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In May of 2006, Lake Research Partners (LRP) conducted four focus groups with Latinos for Caring Connections. The focus groups were conducted with middle-aged Latinos who had not lost a loved-one in the recent past and had never had a life-threatening illness or injury. The following are some preliminary recommendations from the focus groups conducted in May 2006.

### **Advance Care Planning**

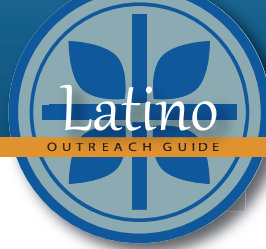
Latinos, more than other Americans, are more likely to have planned for what will happen after death. They may have made funeral plans, purchased life insurance, or written a will. Participants discussed the importance for family members to come to consensus about the care of loved ones. A majority of focus group participants said they personally would not want to be kept alive on life support, but are more divided about withholding life support from a loved one.

### **End-of-Life Caregiving**

For many Latinos the term "caregiver" implies a professional role such as that of a nurse or home health aide. Family caregivers may not identify themselves as such since caring for family members at home is part of their culture and tradition.

### **Hospice**

It is important to emphasize to Latinos the importance of family in hospice care. Some Latinos have not heard of hospice, and many who have do not know much about it. Some equate hospice with nursing homes. Nursing homes have negative connotations in Latino families because they go against the cultural tradition of the family providing care for the sick and elderly.



## Tips for Building Partnerships with the Latino Community

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### **Building Trust**

Building trust needs to be your main goal in building partnerships. Below are suggestions that can help your organization or coalition to build trust with the Latino Community.

### **Recruit a Liaison to the Community**

Focus on connecting with a bilingual, bi-cultural person and on his or her qualities and skills, such as his or her ease of working with people, rather than only on traditional qualifications, such as education level. Be sure the person you select is respected and connected to the local, Latino community.

### **Get Feedback**

Seek input from your local Latino community and interview families who have received hospice services and learn about their experiences. It is essential for the members of your Latino community to describe their experiences with hospice and voice their desires and concerns.

### **Establish Clear Goals**

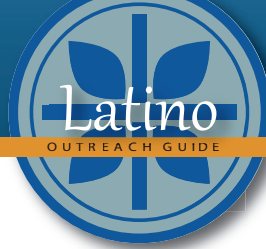
Once you have collected feedback from the Latino community, goals should be formulated and clearly stated to serve as a guide for your outreach process. Incorporate your goals into the strategic plan of your organization or coalition. Having the goals in the strategic plan can help to ensure adequate time and attention is given for program development and funding.

### **Create an Advisory Committee**

Create formal relationships with a few key service providers to build bridges to the people who need your services. Form an Advisory Committee composed of community stakeholders who will assist you in the development of culturally competent services. To initiate this process, focus first on a few key service providers who will be most important to your work.

- ◆ **Recruit community stakeholders:** Invite organizations and influential individuals to join the Advisory Committee after you have initial members in place. Individuals may include clergy, those who work with migrant farm workers, union organizers, and local Latino businesses.
- ◆ **Make meetings meaningful:** The function of the Advisory Committee includes encouraging and accepting their advice for your outreach, reciprocal learning among committee members and enabling the members to collaborate to better serve the community as whole. It is important to report back to the committee about ways in which their advice and input has been used to shape different aspects of the community outreach your hospice is doing.
- ◆ **Stay connected:** Email can be a very effective means of communicating and staying connected. Asking advice on the use of a Spanish term, or letting members know that your organization had a successful experience at an outreach event can demonstrate the commitment that you have to using the Advisory Committee and learning from its members.

### **Focus on Relationships, Not Projects**



In our goal-oriented society, it is all too easy to focus on project goals. One of the gifts that the Latino culture provides to us is the reminder to focus on relationships. Meaningful relationships always provide the best results. So when you are getting too stressed about your all work-related projects, sit back and enjoy your new friends from a different culture. This is the best guarantee to successfully build partnerships and implement outreach activities with the Latino community.

## *Outreach Strategies and Activities to Engage the Latino Community*

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The following are examples of outreach strategies and activities that were used by Hospice Caring Project (please see resource section) and others to engage with the Latino community around end-of-life issues.

### **Photonovella (Fotonovela)**

Create a fotonovela to promote hospice, advance care planning or other topics. A fotonovela is a small booklet in picture story form with narration which can be used to carry a message or educational information. A fotonovela uses photos rather than drawings to illustrate a story. In Mexico, the fotonovela is a popular way to convey information about things like social norms and health messages, and is an easy way to communicate with people who have limited literacy skills.

### **English as Second Language (ESL) Classes**

Make connections with local ESL programs. Many students in ESL programs have recently arrived from another country, are a range of ages and have a variety of experiences. Many stories are told during a class and therefore it is a great time to spark a discussion about community resources regarding family caregiving, hospice, and advance care planning and grief support. The presentations are done in English but since students are not yet fluent in English some things are explained in Spanish to ensure that the class completely understands the information.

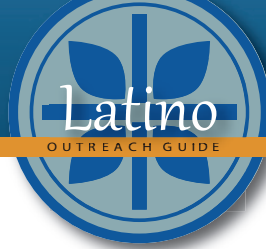
Students are learning English in order to get jobs, and many have a special interest in healthcare jobs. They will go on to work in radiology, dentistry, hospitals, and skilled nursing facilities. These new healthcare workers often become resources for their families when they need knowledge on health related issues. By speaking to people soon after their arrival in America, you can plant seeds about hospice—educating them about a service available in their new country, and potentially interesting them in working in end-of-life care.

### **Migrant Workers**

Many Latinos in the United States are migrant workers, especially in rural areas. Often migrant workers speak only Spanish and have sub-standard access to health care and education. Usually, you will be able to find local social service programs that have been developed to assist them. By partnering with these established programs you will be associated with a trusted entity and therefore have an easier time educating the workers about end-of-life care.

### **Spanish-language Newspapers and Radio**

Many Latinos receive information about local services through Spanish-language newspapers. Many Spanish-language newspapers are not daily papers—they may only be weekly, biweekly or monthly. Contact Latino



service providers in your area to discover which publications might provide a free or reduced-rate advertisement on end-of-life issues.

Radio is another good way to reach the Spanish-speaking population. Even if your area does not have a regular radio station for Spanish-speakers, you may find that there are one or more low wattage radio stations in your area that are important to the Latino community. A public service announcement could be an excellent way of reaching this audience.

### **Hispanic PR Wire**

Hispanic PR Wire, Inc. (HPRW) is a Miami-based news distribution service reaching U.S. Hispanic media, organizations and opinion leaders nationwide. HPRW features a complete menu of Hispanic media circuits that includes the options of national, state and U.S.-based Pan Regional Latin America distributions. In addition, Hispanic PR Wire offers specialized distribution targeting Latino organizations as well as Hispanic elected officials and opinion leaders.

### **Local Farmer's Market**

Farmer's markets tend to be popular with many Latinos, especially recent immigrants, because fresh vegetables are very important to them and families generally cook and eat at home. Hospice Caring Project found that the local farmer's market has a booth paid for by the County Health and Human Services that signs up local organizations to provide information. At their booth, Hospice Caring Project displays a photo board they created that illustrates the hospice circle of care with photos of a local family as well as the Latino staff of HCP. Often the HCP booth has as many as 40 direct contacts each time they attend the farmer's market, giving staff the opportunity to answer people's questions and distribute written materials.

### **Pharmacies**

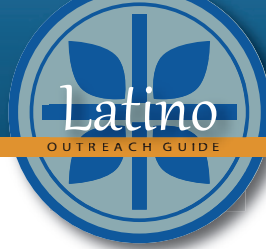
Pharmacies and drugstores are a good source of health information for many people and many Latinos rely upon their services. Speak with your local pharmacy to see if they would be willing to have Spanish-language materials available on end-of-life issues to distribute.

### **Health Clinics**

Local health clinics can be another excellent way of reaching the Latino population. Find out which clinics in your area serve the Latino community and ask to distribute Spanish-language information or make a display for their patients.

### **Funeral Directors**

The Latino focus groups conducted for Caring Connections learned that many younger Latinos make funeral arrangements in advance. Talk to local funeral directors in your area about their experience with the Latino community and see if they have done outreach to the Latino community. You may be able to partner with them to provide other end-of-life information.



## Resources

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### **Caring Connections Latino Focus Groups**

Caring Connections has educational brochures on a variety of end-of-life care topics available in Spanish to view at [www.caringinfo.org](http://www.caringinfo.org) or purchase at [www.nhpc.org/marketplace](http://www.nhpc.org/marketplace). See list of topics below.

### **Bilingual End-of-Life Care Topics in Spanish/English**

- ◆ Mis deseos a la atención de mi Salud: Medicas o Directivas Anticipadas – Advance Directives: My Wishes for Medical Attention
- ◆ Cuidado Paliativo o Cuidado de Hospice – Hospice and Palliative Care
- ◆ Apoyo para el cuidador – How to Support Someone Caring for Another
- ◆ Las etapas en los finales de la vida – Phases at the End of Life
- ◆ Aflicción por una pérdida – Grief and Loss

### **Bilingual Pediatric Topics in Spanish/English**

- ◆ Cuando Su Hijo Tiene Dolor – When Your Child is in Pain
- ◆ Hablando Co Su Hijo Sobre Su Enfermedad – Talking with Your Child About His or Her Illness
- ◆ Hablando Con el Medico Sobre Su Hijo: Cuando Su Nino Tiene Una Enfermedad Seria – Talking to Your Child’s Doctor: When Your Child Has a Serious Illness
- ◆ Cuando Muere un Nino: Un Guia Para Familia y Amigos – When a Child Dies: A Guide for Family and Friends
- ◆ Como Ayudar a los Ninos a Afrontar la Muerte de un ser Querido – Helping Children Cope with the Death of a Loved One

Community Power Point Presentations available at [www.caringinfo.org/community](http://www.caringinfo.org/community) and then click on ‘Diversity Outreach’.

### **Tips for Building Partnerships with the Latino Community**

**Key Terms for Latino Outreach** is included in the NHPCO’s Caring Connections Latino Outreach Guide on page 19. Included are common terms used by the Latino community that you will want to become familiar with to begin your outreach efforts.

Hospice Caring Project’s “Mensajeros de Confianza” Community Partnership Profile – page 5 of NHPCO’s Latino Outreach Guide – includes sample questions to interview Latino families; thorough steps for recruiting and maintaining an invested advisory committee members; suggestions to conduct successful meetings; and a sample meeting agenda.

### **Outreach Strategies and Activities to Engage the Latino Community**

NHPCO’s Caring Connections Latino Outreach Guide, page 16 provides more detailed information on the examples listed in this abbreviated guide.

Hispanic PR Wire, Inc. (HPRW) [www.hispanicprwire.com](http://www.hispanicprwire.com), go to “Top Latino Links” to link to popular media outlets all over the United States. HPRW offers a free monthly newsletter via email, the Hispanic PR Monitor; sign up is available on their website.