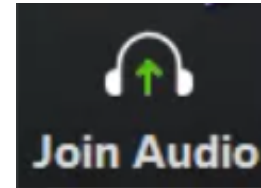


Serving Hispanic and Latino Older Adults and Caregivers: Creative Approaches for Social Engagement and Connection

Webinar Instructions

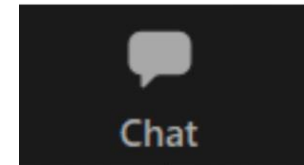
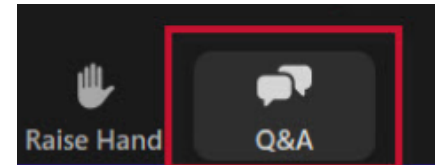
Audio Options

- Use your computer speakers, **OR** dial in using the phone number in your registration email.
- All participants are muted.



Questions and Answers (Q&A)

- You can submit questions for the panelists at any time during this presentation. On the Zoom module on the bottom of your screen, click the Q&A icon, type your question in the box and submit.



CLICK HERE TO START CHAT

Accessibility and Support

- **Screen Reader Users: Reduce unwanted chatter**
 - Request speech on demand: Insert, Spacebar, “S”
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- **To get our attention if you need tech assistance:**
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engAGED

- National effort to increase social engagement among older adults, people with disabilities and their caregivers
- Administered by USAging
- 18 Project Advisory Committee members:
www.engagingolderadults.org/partnerships
- Funded by the U.S. Administration on Aging, which is part of the Administration for Community Living

Presenters



Shannon Patrick, MPH
Program Director, MHP Salud

Monique Nowlin
Deputy Director, Ventura County Area Agency
on Aging

Jessica Jones
Director, Berks County Area Agency on Aging



Michael Toledo
President & CEO, Centro Hispano Daniel
Torres Inc.



Who is MHP Salud?

MHP Salud is a national non-profit organization that has implemented CHW programs in underserved Latino communities for 39 years. We also promote the CHW professional nationally as a culturally appropriate strategy to improve health through national training and technical assistance opportunities.

MHP Salud is also an ACL funded Minority Technical Assistance Resource Center (TARC) focusing on strengthening aging services for Hispanic/Latino communities.

www.mhpsalud.org

This project was supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$255,124.00 with 75 percentage funded by ACL/HHS and \$85,949.42 amount and 25 percentage funded by non-governmental source(s). The contents are those of the author(s) and do not necessarily represent the official views of, nor are an endorsement, by ACL/HHS, or the U.S. Government.

Overview of Aging Services Program

Minority Aging Technical Assistance Resource Center (TARC)



Resources

- Culturally and Linguistically Appropriate material
- Blogs
- Newsletters
- Resources
- *COVID-19 resources



TTA

- Focus on peers/CHWs
- Monthly TA Calls
- Incoming TTA Requests
- Future opportunities



Virtual Learning

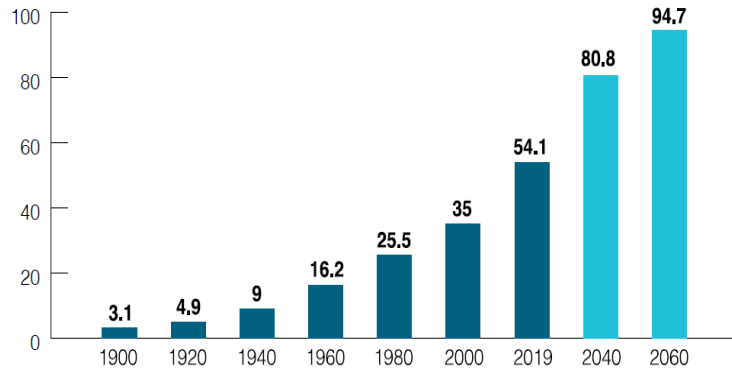
- Webinars
- Learning Collaboratives
- Pre-recorded sessions
- *COVID-19 specific virtual learning

U.S. Census Bureau, Population Estimates and Projections of older Americans

People age 65 and older represented 16% of the population in the year 2019 but are expected to grow to be 21.6% of the population by 2040.

The 85 and older population is projected to more than double from 6.6 million in 2019 to 14.4 million in 2040 (a 118% increase).

Number of Persons Age 65 and Older, 1900 - 2060
(numbers in millions)

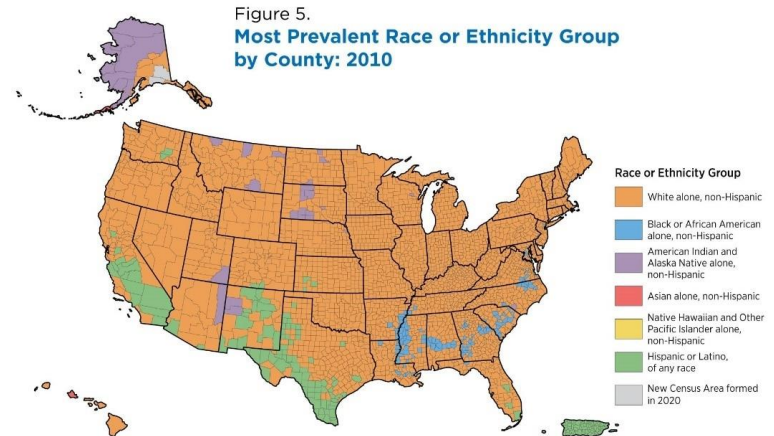


2020 PROFILE OF OLDER AMERICANS

- Racial and ethnic minority populations increased from 7.8 million in 2009 (20% of older Americans) to 12.9 million in 2019 (24% of older Americans) and are projected to increase to 27.7 million in 2040 (34% of older adults).
- Between 2019 and 2040, the white (not Hispanic) population age 65 and older is projected to increase by 29% compared to 115% for racial and ethnic minority populations: **Hispanic (161%), African American (not Hispanic) (80%), American Indian and Alaska Native (not Hispanic) (67%), and Asian American (not Hispanic) (102%)**

Older Hispanic/Latinx Adults in the US

- The Hispanic/Latinx Population is **diverse!**
- 1 in 5 older adults will be Hispanic **by 2060.**¹
- In 2017, 27% of Hispanics lived in **multigenerational households.**²
- In 2017, **38%** of older Hispanic Americans had one or more **disabilities.**¹
- The **poverty rate** in 2017 for Hispanic Americans age 65 and over was **17.4%**, which is higher than the rate for all older Americans at 9.2%.¹
- In 2018, **57% of the Hispanic American population age 65 and over had finished high school** as compared to 87% of all older persons.¹
- In 2013, **47% of Latinos aged 65 and older reported they mainly speak Spanish.**²



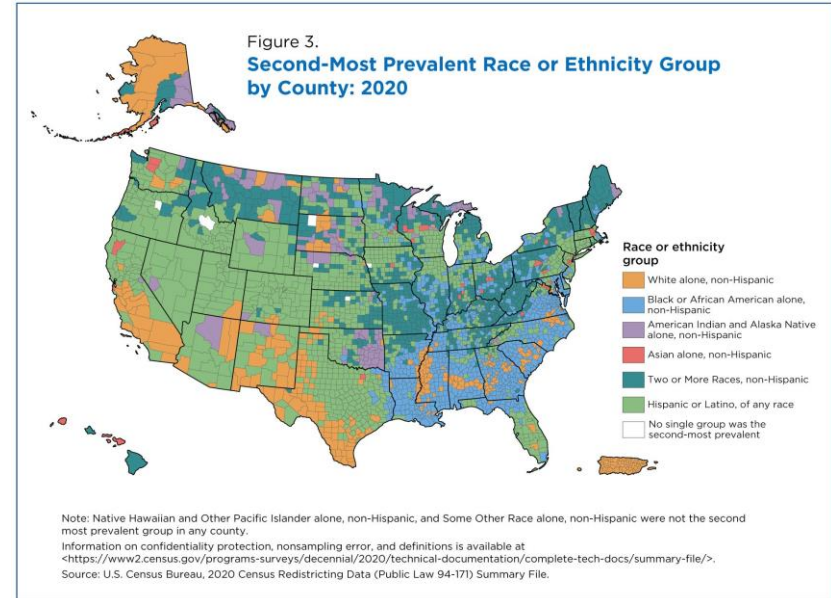
Note: Some Other Race alone, non-Hispanic and Two or More Races, non-Hispanic were not the most prevalent group in any county. Native Hawaiian and Other Pacific Islander, non-Hispanic was the most common group in Kalawao County, HI.
Source: U.S. Census Bureau, 2010 Census Redistricting Data (Public Law 94-171) Summary File.

1. Profile of Hispanic Americans Age 65 and Over: 2018, Administration for Community Living, U.S. Department of Health and Human Services

2. Pew Research Center

Older Hispanic/Latinx Adults in the US

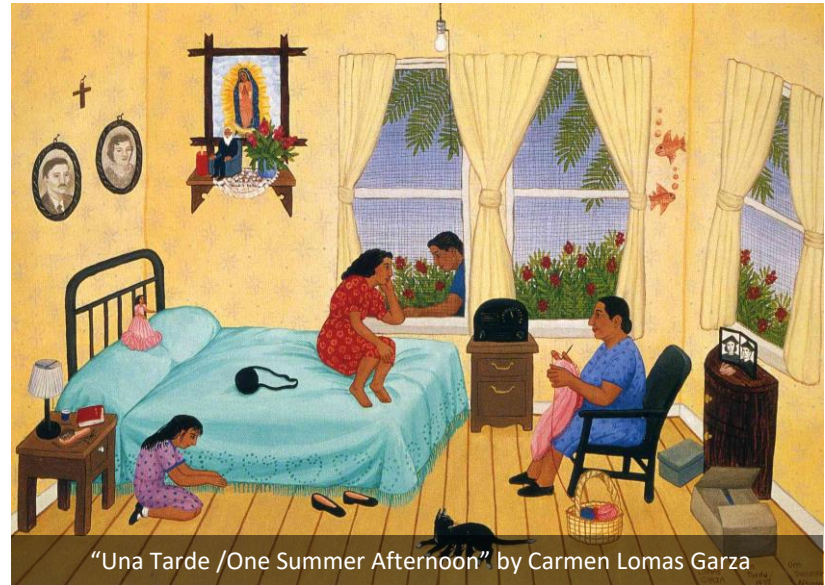
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Cultural Values: Familismo

Familismo or familism is the cultural value/concept of putting family above the self.

- Preference for family caregiving (caregivers living within the household)
- Sense of purpose to take care of older adult, respect for older adult
- Family caregivers less likely to prioritize/practice self-care and seek support



"Una Tarde /One Summer Afternoon" by Carmen Lomas Garza

The American Public Health Association has adopted the following definition of **Community Health Worker**

A Community Health Worker is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery.

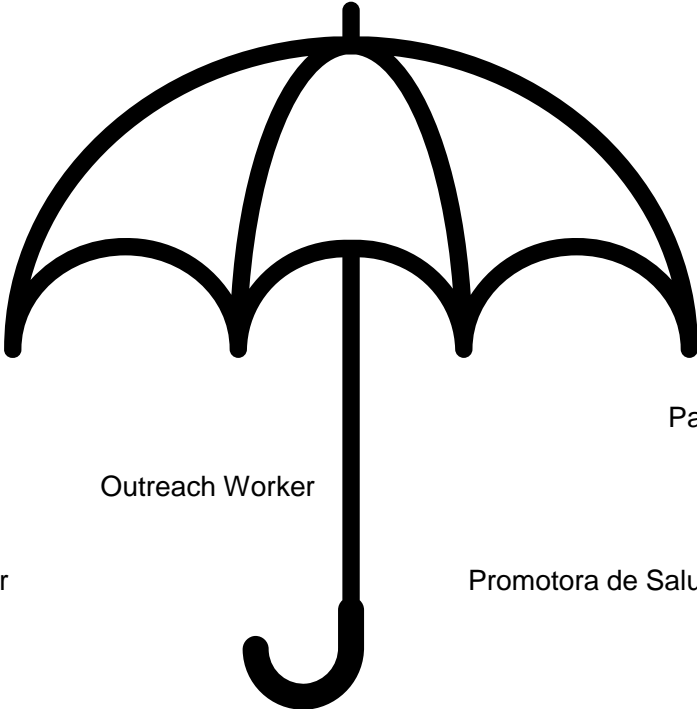
A Community Health Worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities such as outreach, community education, informal counseling, social support and advocacy.

In other words...

A Community Health Worker is a trusted member of the community who empowers their peers through education and connections to health and social resources.



CHWs in Aging Services (umbrella)



Patient Navigator

Patient Liaison

Outreach Worker

Case manager

Health Educator

Promotora de Salud

Community Health Advocate

Care Coordinator



Figure 1:
The CHWs Roles and Competencies
Support Pyramid

Core CHW Roles

1.	Cultural Mediation Among Individuals, Communities, and Health and Social Service Systems
2.	Providing Culturally Appropriate Health Education and Information
3.	Care Coordination, Case Management, and System Navigation
4.	Providing Coaching and Social Support
5.	Advocating for Individuals and Communities
6.	Building Individual and Community Capacity
7.	Providing Direct Service
8.	Implementing Individual and Community Assessments
9.	Conducting Outreach
10.	Participating in Evaluation and Research

CHW Competencies

Core CHW Skills

1.	Communication Skills
2.	Interpersonal and Relationship-Building Skills
3.	Service Coordination and Navigation Skills
4.	Capacity Building Skills
5.	Advocacy Skills
6.	Education and Facilitation Skills
7.	Individual and Community Assessment Skills
8.	Outreach Skills
9.	Professional Skills and Conduct
10.	Evaluation and Research Skills
11.	Knowledge Base



Core CHW Qualities



CHWs and Social Engagement

- CHWs are from the community they serve
- CHWs look like and speak the language(s) of the community they serve
- CHWs understand cultural and situational influences of the community they serve
- CHWs promote trusting relationships with community members and other CBOs
- What CHW Roles are aligned with Social Engagement?
 - ✓ *Outreach*
 - ✓ *Culturally appropriate education and information*
 - ✓ *Cultural mediation*
 - ✓ *Social Support*
 - ✓ *Case management/systems navigation*

Be Prepared to Serve a Diverse Community

Ask yourself:

- Is my organization prepared to serve older Hispanic/Latino adults in a culturally appropriate manner?
- Do we have bilingual materials
- Bilingual and bicultural staff
- Community trust
- Who are our partners? Do we have strong community partnerships who are also providing culturally appropriate services?
- Is leadership on board with having CHWs?
- How can we integrate CHWs into existing programs?

Thank you!

Shannon Patrick, Program Director

Email: Spatrick@mhpsalud.org





Serving Hispanic and Latino Older Adults and Caregivers

Creative Approaches for Social Engagement and Connection

Monique Nowlin



Understanding the Target Audience

There are more than 20 different Spanish-speaking countries in the world and all of them are represented in the United States.

What cultures are primarily represented in your area?

Effectively communicating with a particular community must include more than material translated into another language.

What are trusted neighborhood venues that can have program and marketing material available?

Effective communication includes establishing trust.

Do you have staff members embedded in the community that can reach your target audience in person to establish trust?



The Ventura County Area Agency on Aging's (VCAAA) Senior Nutrition Program provides food and meal resources for local residents with targeted meal preparation for our diverse population that includes:

A diverse selection of produce from the VCAAA Nutrition Farm that is familiar to individuals in the Latino/a community.

Culturally appropriate meal options in cities with a predominately Latino/a population.

EXAMPLE:

Brenda's Casamia and Catering is a small restaurant in Piru, California, and serves as a gathering place for older residents to get both the nutrition they need and the companionship they crave from a locally trusted businessowner. Sitting down for a daily meal with others eases their isolation and helps build a community, while offering a nutritious dish.

Many Piru residents earn less than 60 percent of the state's median household income, and 40 percent of clients served by the county's area agency on aging exhibited symptoms of high nutritional risk, with many saying they don't have the money to buy nutritional food. A quarter said they eat alone for most meals.

Brenda's Casamia serves as one of the 11 community meal sites for the VCAAA's Senior Nutrition Program.

Food and Meal Resource Programs



The Family Caregiver Resource Center

La Buena Vida



Local Family Caregiver Resource Centers (FCRC) provide assessment and case management for family caregivers living in Ventura County. There are three FCRCs in Ventura County that provide caregiver training, support groups, home adaptations and safety devices, a caregiver resource library and computer center, information and assistance, and community education for eligible family caregivers. It also helps caregivers with in-home respite and out-of-home respite (day care) for caregivers at risk of caregiver burnout.

Why La Buena Vida?

La Buena Vida's primary service population is the monolingual Spanish-speaking community with services also available in cities with a significant number of Latino/a residents including Piru, Fillmore, Santa Paula, Oxnard, and Ventura.

Service efforts are often focused on:

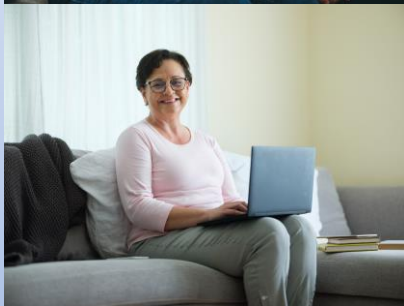
1. Identifying family caregivers (as they often do not see themselves as caregivers).
2. Providing in-person resources to effectively build trust and connect with each client.

Expanded Online Resources

The VCAAA recognizes the gap in digital services for many of Ventura County's older adults and individuals living with a disability. For that reason, the VCAAA has established a variety of programs directed at bridging the digital gap and making digital devices and services more accessible to those who need them most.

VC Connects

VC Connects offers individuals 18 and older access to computer kits that can be checked out at any of the 12 Ventura County Library locations or the Mobile Library. Internet enabled hotspots and technical support are also available. The program is offered through a collaborative effort between the Ventura County Area Agency on Aging, the County of Ventura Information and Technology Department, and the Ventura County Library.



GetSetUp

GetSetUp teaches older adults to use technology in a way that is comfortable and supportive. The platform helps to address the social determinants of health by assuring older adults stay connected to the tools they need to thrive and age in place. GetSetUp offers live interactive learning experiences that range from everyday technical skills to enrichment-focused courses including healthy cooking, virtual travel, and more. All learning opportunities are taught live by experts who are older adults themselves and are also available in multiple languages.



Questions

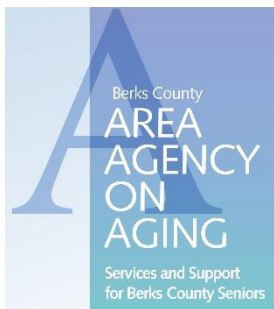
Victoria Jump

Victoria.Jump@ventura.org or

Monique Nowlin

Monique.Nowlin@ventura.org

vcaaa.org



The Berks County Area Agency on Aging

Demographics:

Berks County:

22.5% of population is Hispanic or Latino

Reading:

5th largest city in PA
2 out of every 3 residents are Latino

Funded services:

Senior Center

Food services provider

Medical Interpretation

In-house interpretation

Mami Angie's Casa de la Amistad Senior Center



centro
Hispano
Hispanic Center

Mami Angie Casa de Amistad

Since 1988, Mami Angie Casa de Amistad Senior Center (CASA) has been striving to prevent crippling psychological and physical effects of isolation for seniors 60+ in our community.



The Facts . . .

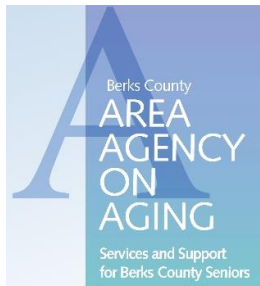
Casa is one of the largest senior centers in the state

Pre-pandemic served approximately 175 seniors/day

Post pandemic serving over 300 meals daily serving both congregate and home bound seniors

Participation is open to all residents age 60+

NO CHARGE – donations accepted



Funded through the
Berks County
Area Agency on Aging
this program utilizes a
holistic approach and
offers a variety of services



Services include:

Individual Case Management



Group Activities



Health & Wellness



Services include:

Computer Classes



Exercise time



Dominoes & Bingo



Services include:

Culturally-appropriate nutritional daily meals



We are also the primary vendor providing Home Delivered Meals for seniors living in Berks County



CASA plans recreation programs, activities and events



CASA plans recreation programs, activities and events



Monthly

Meals prepared – 9000 meals (excluding Meals on Wheels)

Information and Referral appointments with Case Managers – 100

Senior Food Boxes – 450

Medical Interpretation appointments – 23 medical visits

COVID-19

Vaccination numbers for active CASA seniors – 1,355

City-wide we vaccinated over 5,000 members of our community



CASA will have a new home – Summer of 2022 !!

25 N 2nd Street
Reading, PA



Contact Information

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610.685.1266

Jessica Jones

jjones@countyofberks.com

610.478.6500



engAGED Resources

- Newest publication: *What Works: Social Engagement Innovations and Best Practices*
- Other resources:
 - Social Engagement Innovations Hub
 - Toolkits and template materials
 - Videos
 - Consumer brochures
- Monthly newsletter and blog



Connect With Us!

- www.engagingolderadults.org
- Facebook: @engAGEDCenter
- Twitter: @engAGEDCenter
- info@engagingolderadults.org

Commit to Connect

- Fostering a nationwide network of champions who are committed to addressing social isolation and loneliness
 - Online discussions
 - Communities of Practice
 - Peer Networking opportunities
 - Monthly newsletter
- Funded by ACL
- USAging announced as the Coordinating Center



COMMIT TO
Connect

<https://committtoconnect.org/>

Questions and Discussion

Please submit your questions or comments
through the Q&A.

Thank You!

- Please complete the survey which will be displayed in your browser after Zoom closes. There is also a brief 3-month survey.
- The recording will be available on www.engagingolderadults.org.
- Thank you for attending today's webinar!