



**Carlos Londono,
MPH**
Alzheimer's Association, NorCal



Ana Seda, MPH
Alzheimer's Association, San Diego



**Jeffrey Reynoso,
DrPH, MPH**
*Latino Coalition for a
Healthy California*

Ensuring Equity in Aging Webinar Series

Apr 7, 2021, 10–11 am

Culturally Informed Policy & Programs with and for **Latino Older Adults**

Closed captioning & ASL interpreting will be provided



Welcome!

Webinar Logistics: [Join by smart phone, tablet, or computer](#)

- To join audio by telephone: 888-788-0099
- Meeting ID: 988 4397 1413 Password: 638769
- Live captioning streamed through webinar (Zoom)
- American Sign Language Interpretation via webinar (Zoom)
- Recording, slides, and transcripts will be posted at CDA's online California for ALL Ages [Equity in Aging Resource Center](#) and YouTube channel.



Questions & Comments

- **The final 10 minutes of the webinar is reserved for questions and comments:**
 - Attendees joining by **webinar (Zoom)**, use the Q&A function to ask a questions or click the raise hand button to join line. The moderator will announce your name or your last 4 digits of your phone number and will unmute your line.
 - Attendees joining by **phone**, press *9 on your dial pad to “raise your han”. The moderator will announce the last 4 digits of your phone number and will unmute your line.
 - For additional information or feedback email Engage@aging.ca.gov.



Ensuring Equity in Aging Webinar Series

- 1st Wednesday of each month: November 2020 – July 2021
- State and local speakers with expertise in the subjects of cultural competency, equity, program and service delivery
- Let's learn together how we can help make our communities a more just place and build a **California for ALL Ages**



NEXT MONTH'S WEBINAR

May 5, 2021 - Culturally Informed Policy & Programs with and for Older Adults with Alzheimer's and Other Dementias

More details to come!

Register in advance!



Today's Speakers



Carlos Londono

*Alzheimer's Association,
Northern California*



Ana Seda

*Alzheimer's Association,
San Diego*



Jeffrey Reynoso

*Latino Coalition for a Healthy
California*





Latinx Communities & Aging: Health Inequities & Interventions

Jeffrey Reynoso, DrPH, MPH

Executive Director, Latino Coalition for a Healthy California

Presentation to Ensuring Equity in Aging Webinar Series: “Culturally Informed Policy & Programs with and for Latino Older Adults”

April 7th, 2021



Latino Coalition for a Healthy California

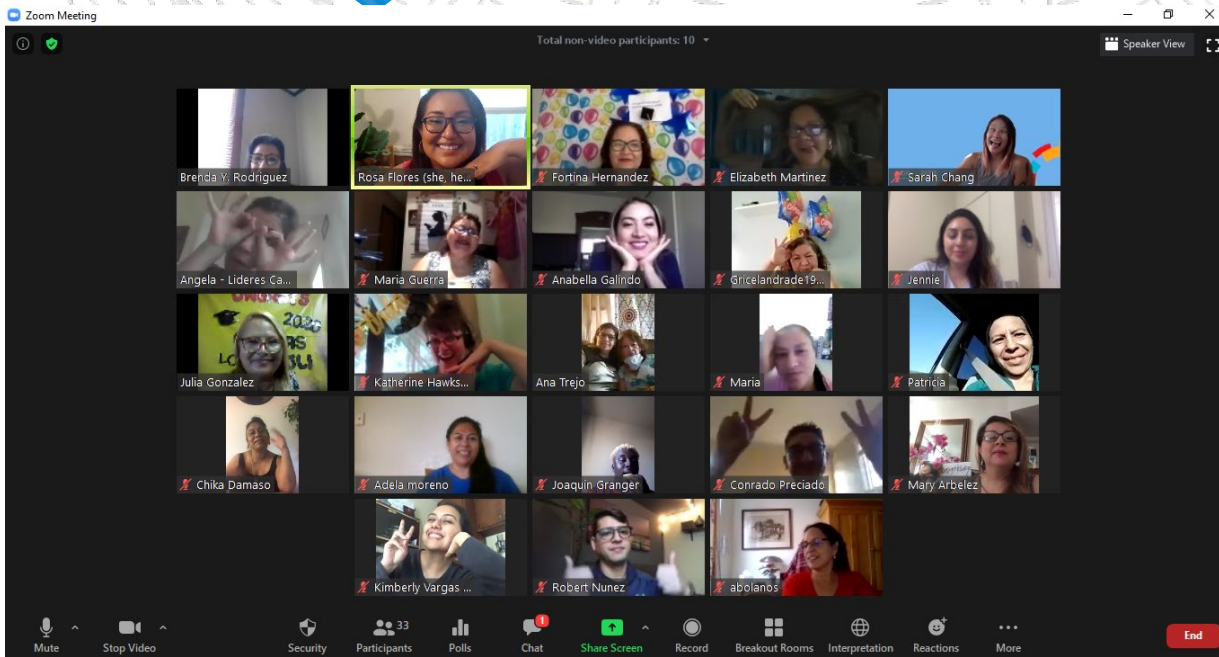


LCHC
LATINO COALITION FOR A HEALTHY CALIFORNIA

Mission: To advance and protect the health of Latinos through policy and advocacy to create healthy communities in California.

Vision: Eliminate the inequities that exist among Latino communities in California.

What We Do: Community Change



What We Do: Policy Change



LCHC 2021 Policy Priorities

The Latino Coalition for a Healthy California supports three priority issue areas—Access to Healthcare for All, Building Healthy Communities, and Health is a Fundamental Human Right—as part of our 2021 policy agenda to address COVID-19 impacts and ensure resilient and healthy futures for our communities.



Access to Healthcare for All

LCHC supports policy and program changes that increase access to affordable, high-quality healthcare, including physical, mental, and oral services for all that deliver services in-language and in-culture.

| COVID-19 RESPONSE | |
|---|---|
| Vaccine Rollout + COVID-19 Response | Ensure equitable distribution of the vaccine, inclusive of essential workers and immigrants regardless of legal status |
| HEALTHCARE FOR ALL | |
| AB 4 (Arambula) SB 56 (Durazo) | Advance healthcare coverage for all regardless of income, age, employment, or immigration status through Medi-Cal |
| HEALTHCARE WORKFORCE | |
| International Medical Graduate Proposal Budget Request -Championed by Asm. Arambula | \$3.7 million budget request to increase workforce diversity of bilingual and bicultural physicians in medically underserved areas by funding UCLA's International Medical Graduate (IMG) program |

What We Do: Narrative Change



LA VACUNA DEL COVID-19 ESTÁ AQUÍ

MANTENTE INFORMADO. SIGUE USANDO MASCARILLA.

- Validada por los principales expertos médicos del país por su seguridad y eficacia
- Proporcionada sin costo
- Plan de distribución por fases basado en el riesgo y el nivel de exposición
- Ampliamente disponible más adelante en 2021

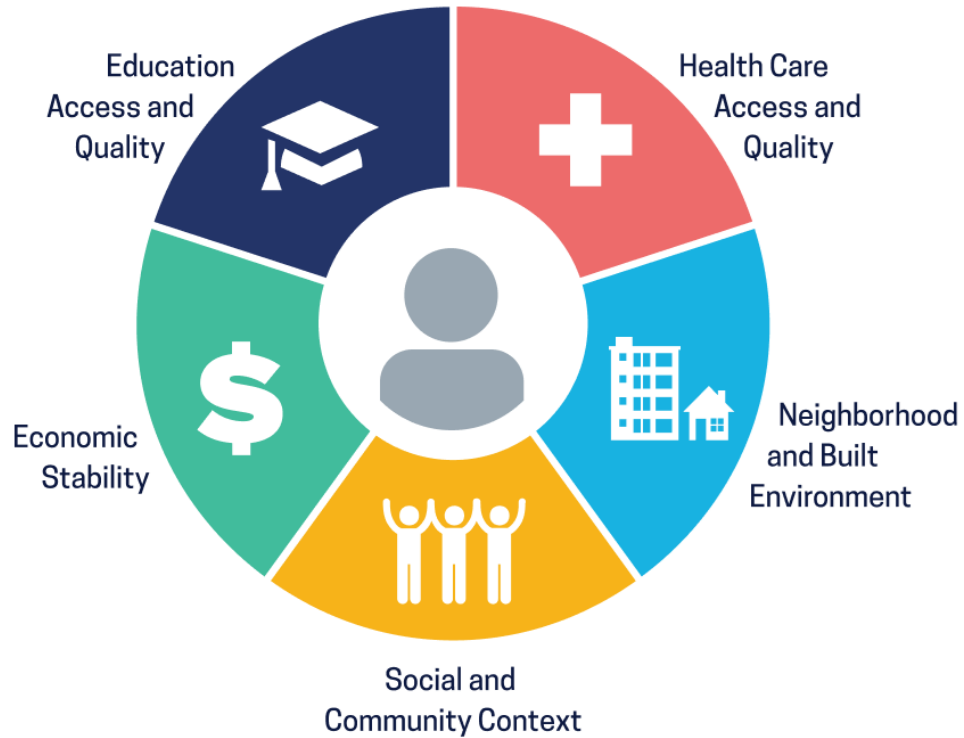
covid19.ca.gov/es/vaccines



Vaccinate **ALL 58**



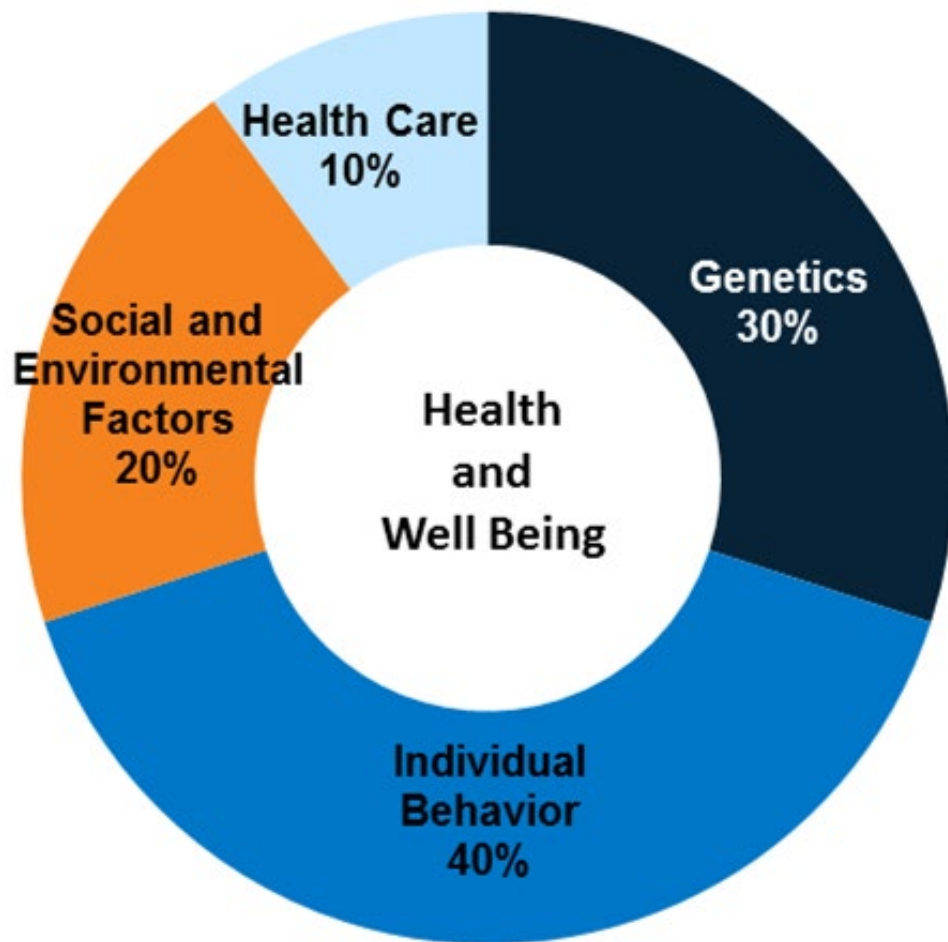
Social Determinants of Health



SDOH are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks

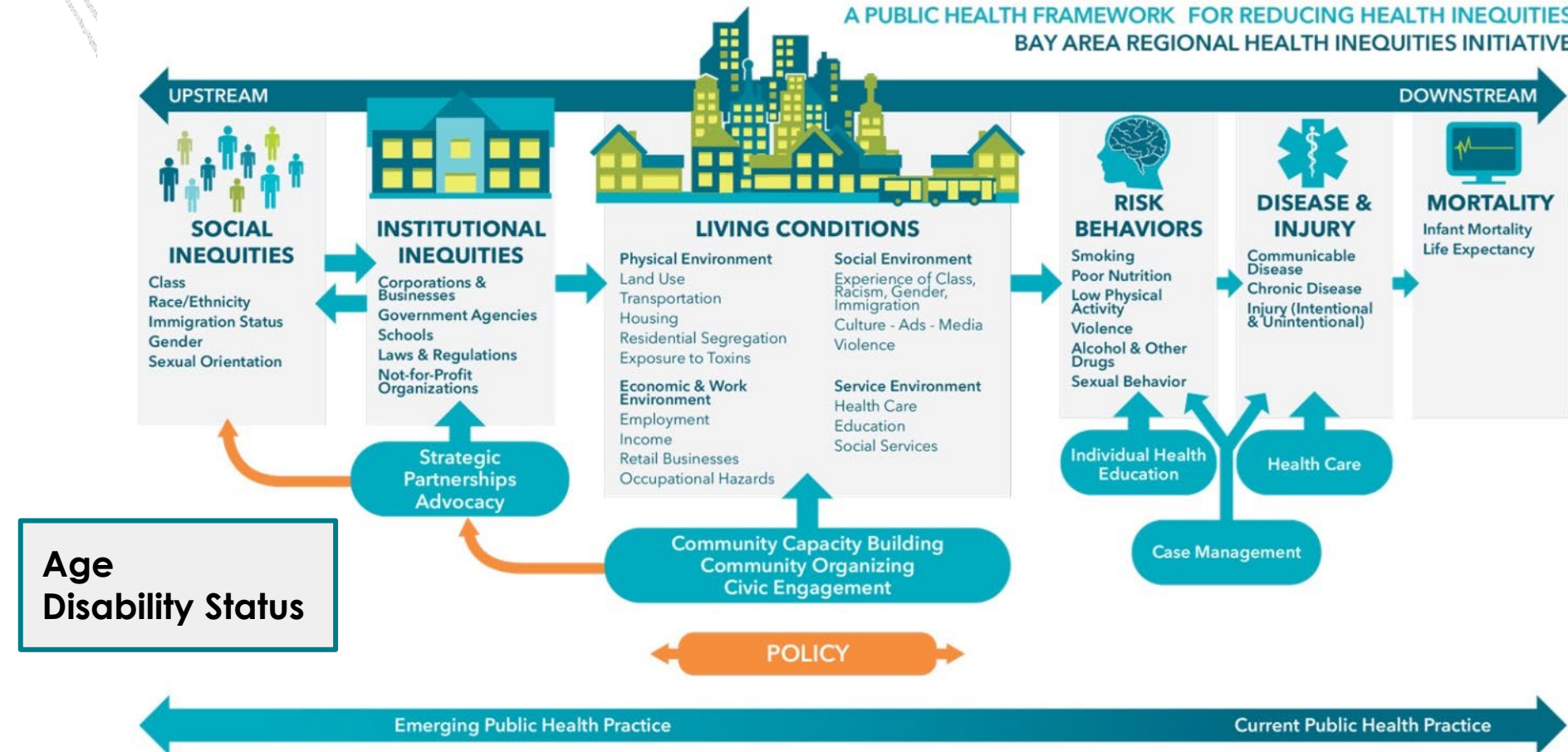
Social Determinants of Health
Copyright-free

 Healthy People 2030



60% of premature death is determined by social, environmental, and behavioral factors

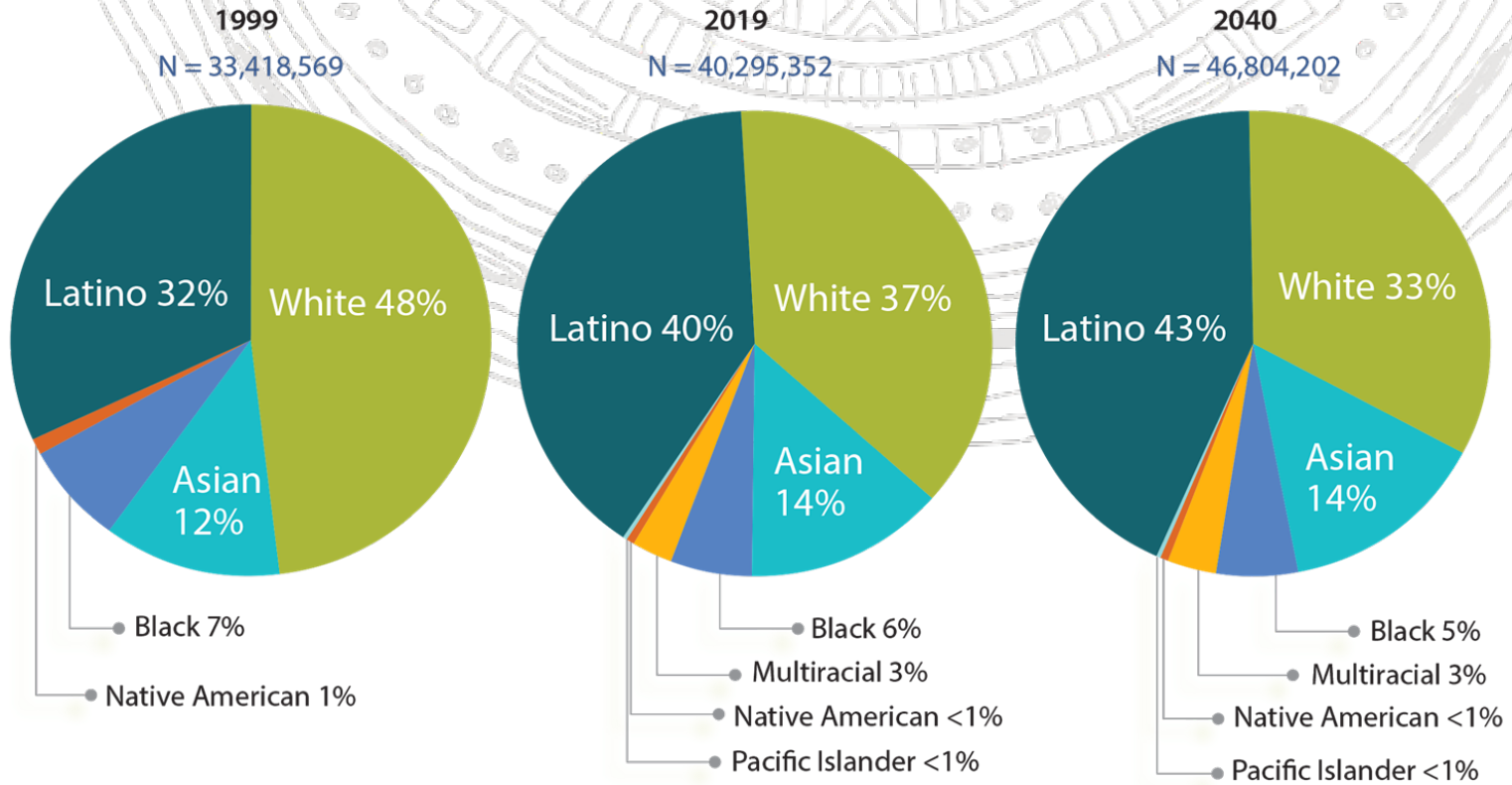
BARHII Health Inequities Framework



Source: BARHII

Population, by Race/Ethnicity

California, 1999, 2019, and 2040



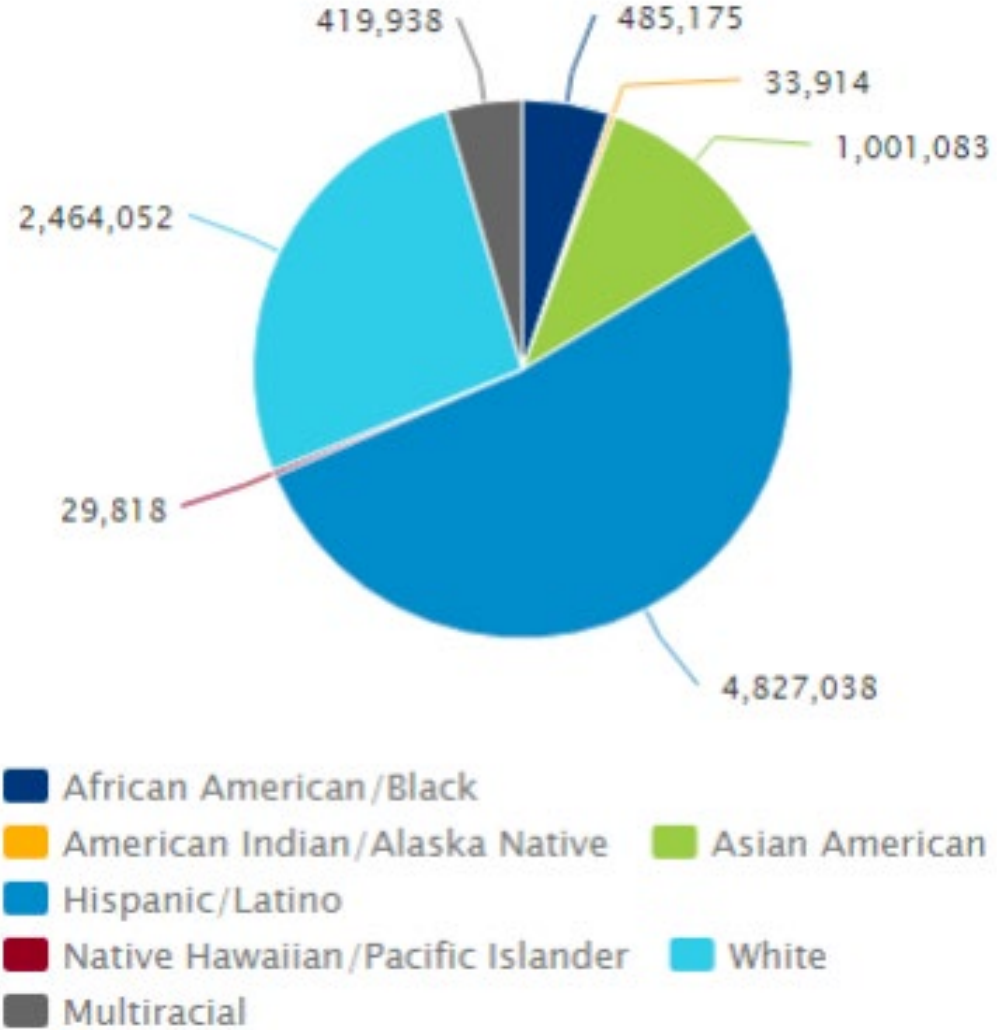
Latinx are the plurality racial/ethnic group in CA; expected to increase

People sometimes use different ethnic labels to describe their heritage. How often do you use the following labels to describe yourself?

| | Hispanic | Latino/a | Latinx |
|------------|----------|----------|--------|
| Very Often | 38% | 35% | 12% |
| Sometimes | 26% | 25% | 12% |
| Rarely | 19% | 17% | 14% |
| Never | 17% | 22% | 62% |
| | 100% | 100% | 100% |

Source: Mora, G., Perez, R., & Vargas, N. (2021). Release #2021-07: About 25 percent of US-Born Latinos in CA Identify with “Latinx” Term Regularly. UC Berkeley: Institute of Governmental Studies.

Child Population, by Race/Ethnicity: 2018 California



Latinx are younger compared to other racial/ethnic groups in CA

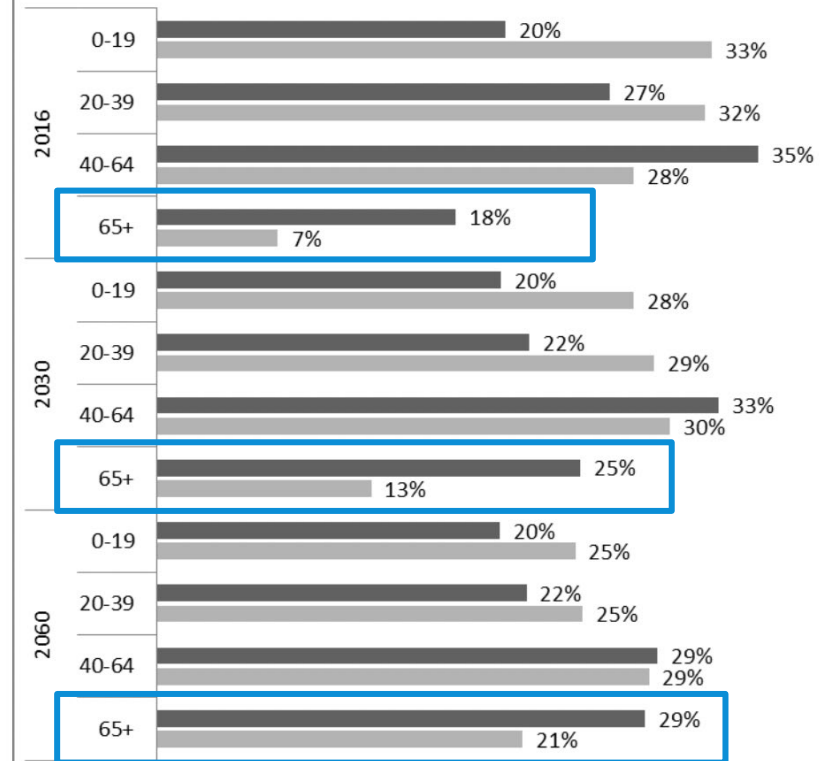
Proportion of Latinx Seniors in California will increase over time

By 2060, one-fifth of the Latino population will be older than 64.

Chart 6: Age Distribution, Large Urban Counties, 2016, 2030, 2060

California Department of Finance, Demographic Research Unit
Base 2013 Projections

■ Non-Latinos ■ Latinos



Latinx Immigrants and English Language Proficiency

- Most immigrants in the CA are bilingual; 69% of CA immigrants report speaking English proficiently
- From 2010 to 2014, 75% of CA Latinxs spoke a language other than English at home compared to 26% of non-Latinxs
- From 2010 to 2014, 34% of Latinxs self-identified as speaking English less than “very well” compared to 11% of non-Latinxs



Latinx Immigrants and Immigration Status

- 52% of CA's immigrant population are naturalized U.S. Citizens
- 25% are green card or visa holders
- 23% of CA's immigrants are undocumented (2.35 and 2.6 million total)



Policies of Latinx Immigrant Exclusion - CA 1990s

Los Angeles Times

WEDNESDAY, NOVEMBER 9, 1994
COPYRIGHT 1994 THE TIMES WORKER COMPANY. CDTT. 96 PAGES

CIRCULATION: 1,046,011 DAILY / 1,821,000 SUNDAY
DESKINATED AREAS HIGHER

Wilson and Prop. 187 Win Senate Race Close; GOP Controls Congress

Republicans Score a Sweeping Victory

■ **Elections:** The party wins majorities in the Senate and House. Voters shun Clinton's activist government message.

By ROBERT SHOGAN and DAVID LAUTER, TIMES STAFF WRITERS

WASHINGTON—In a victory of historic proportions, Republicans on Tuesday seized control of the Senate and the House, setting the stage for a frontal collision between a resurgent conservative Congress and a beleaguered Democratic Administration.

Voter repudiation of the Democrats only two years after the party regained control of the White House marks a sharp turn away from the message of activist government on which President Clinton had campaigned in 1992.

Republicans, who started Election Day behind in the Senate, 44 to 54, wound up with at least a 52-48 advantage. In the House, where Democrats had been in the majority since 1984 and held a 256-178 majority going into the election, the Republicans were on track to pick up at least 50 seats, with the results depending on final vote counts.

Indeed, the depth of Republican strength was such that, as of late Tuesday, no GOP incumbent had lost a bid for reelection to any major office, the Senate, the House or governorships.

Republicans scored large majorities among the growing number of voters who believe that government cannot solve the nation's problems, a sentiment that has become a major theme in the past two years.

■ **Governor:** Trailing a year ago, incumbent rides a tide of voter frustration to a dramatic comeback. The victory thrusts him into the ranks of contenders for the White House.

By BILL STALL and CATHLEEN DECKER
TIMES POLITICAL WRITERS

Republican Gov. Pete Wilson rode to a landslide victory over Democratic challenger Kathleen Brown on Tuesday to complete one of the most dramatic comebacks in California political history, one that thrust him firmly into the ranks of possible Republican contenders for the White House in 1996.

Wilson, 61, rode to a second four-year term on a tide of voter frustration, coupled with anger over crime and illegal immigration.

He was joined in victory by a surprising number of GOP candidates, for as returns came in, Republicans realized their hopes for their biggest victory since the Ronald Reagan-led housecleaning of 1980. Republican candidates apparently won at least four statewide offices—double the number they took in 1990—and were strongly challenging in two others. The party was threatening to take working control of the Assembly for the first time since 1979.

Also sweeping to victory Tuesday was Proposition 187, the emotion-sparking ballot initiative that cuts off free social benefits and education to illegal immigrants. Wilson and other Republicans had



Gov. Pete Wilson and his wife, Gayle, cheer early election returns from their Los Angeles hotel suite.

Prop. 187 Backers Elated Bitterly Fought Senate Race Too
—Challenges Imminent Senate Race Too
Close to Call



Policies of Latinx Immigrant Inclusion - CA today



Immigrant Inclusive Service Delivery and Programming

Solicitud de seguro de salud



Donde encontrará un seguro de salud a bajo costo, incluyendo Medi-Cal



Vea adentro

| | |
|----------------------------|-------|
| Cosas que hay que saber | 1 |
| Solicitud | 2-19 |
| Anexos A-F | 20-28 |
| Preguntas frecuentes (FAQ) | 29-33 |

Covered California es el lugar donde las personas y familias pueden obtener seguro de salud a bajo costo. Con sólo una solicitud, sabrá si usted es elegible para el seguro de salud gratuito o de bajo costo, incluyendo Medi-Cal.

El estado de California creó Covered California™ para ayudarle a usted y a su familia a obtener seguro de salud.

Tener un seguro de salud puede darle tranquilidad y le ayuda a hacer posible que usted y su familia se mantengan sanos. Con un seguro de salud, usted sabrá que usted y su familia pueden obtener cuidado de salud cuando lo necesiten.

Use esta solicitud para ver a qué opciones de seguro usted es elegible:

- Seguro de Medi-Cal gratuito o de bajo costo
- Seguro de bajo costo para las mujeres embarazadas a través de Acceso para bebés y madres (AIM)
- Planes de seguro de salud privados de bajo costo
- Ayuda para pagar su seguro de salud
- Posiblemente sea elegible para un programa gratuito o de bajo costo incluso si gana hasta \$94,000 al año para una familia de 4 personas.
- Usted puede usar esta solicitud para solicitar para cualquier persona de su familia, aunque tengan seguro ahora.

Solicite más rápido a través de Covered California en CoveredCA.com

O llame al 1-800-300-0213 (TTY: 1-888-889-4500)
Usted puede llamar de lunes a viernes de 8 a.m. a 8 p.m.
y los sábados de 8 a.m. a 6 p.m.

Puede pedir esta solicitud en otros idiomas

| | |
|------------|----------------|
| Español | 1-800-300-0213 |
| 繁體字 | 1-800-300-1533 |
| Tiếng Việt | 1-800-652-9528 |
| 한국어 | 1-800-738-9116 |
| Tagalog | 1-800-983-8816 |
| Русский | 1-800-778-7695 |
| Հայերեն | 1-800-996-1009 |
| فارسی | 1-800-921-8879 |
| ગુજરાતી | 1-800-906-8528 |
| Hmoob | 1-800-771-2156 |
| العربية | 1-800-826-6317 |

Llame al 1-800-300-0213 para pedir esta solicitud en otros formatos, como letras grandes.



No importa de dónde eres, estamos contentos que seas nuestro vecino.

No matter where you are from, we're glad you're our neighbor.

لا يهم اين ولدتكم، و لكننا سعداء انكم جيراننا.



Latinx Aging Resources

Caregiving Supports & Resources

- [Vaccine Distribution Information in English](#)
- [Vaccine Distribution Information in Spanish](#)

Caregiving Supports & Resources

- [Helping the Helper/Ayudando A Quien Ayuda](#)
- [Caregiving in the United States 2020](#)
- [California Caregiving Profile](#)
- [Family Caregiver Resources for California](#)
- [Paid Family Leave](#)
- [The California Hospital and Family Caregiver Law](#)
- [Prepare to Care Resource Guides](#)
- [Cuidando a Los Nuestro](#)

Fraud Resources

- [Red contra el Fraude](#)



**“History will judge societies and governments — and their institutions — not by how big they are or how well they serve the rich and the powerful, but by how effectively they respond to the needs of the poor and the helpless.”
—César Chávez**

**¡Gracias!
Thank you!**

Follow LCHC at:



www.lchc.org



LCHC



@LCHC_CA



@LCHC_CA

Ensuring Equity in Aging

Building Community & Creating Opportunities With & For Latino Older Adults

Carlos Londono, MPH

Community Health & Outreach Specialist
Diversity, Equity & Inclusion Department

April 7, 2021

alzheimer's  association®

Content

- Introduction
- General
 - Cultural Factors
 - Needs Assessments
 - SDOH / Health Disparities
- Programs
 - Health Equity Framework
 - Framework/Evidence based
 - Best Practices
- Opportunities & Challenges



"We are put off to one side"

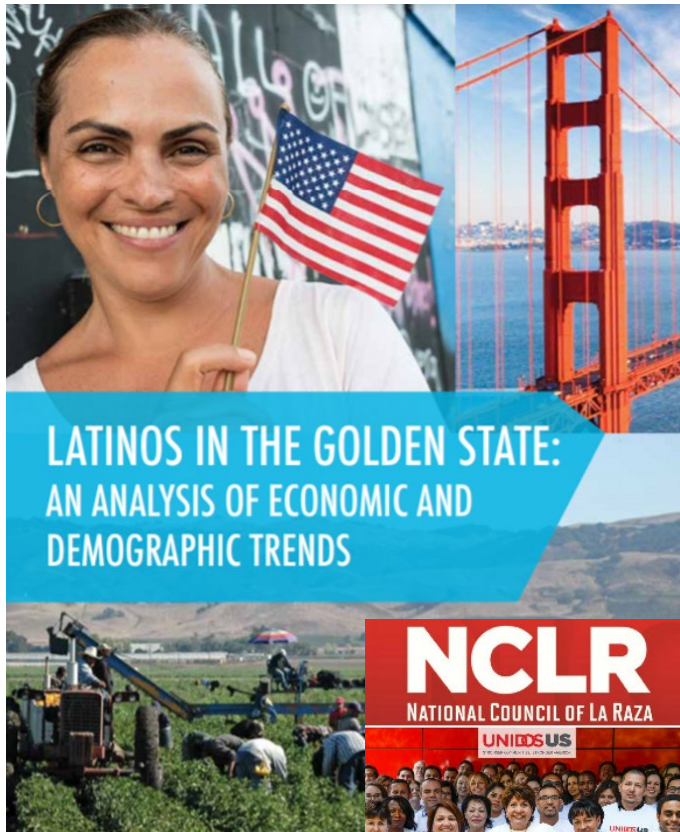
"If I can't work, I can't survive"

"Without documents, you are no one"

Kim Larson, et al., *Responding to health and social needs of aging Latinos in new-growth communities: a qualitative study* BMC Health Serv Res 2017 Aug 25;17(1):601. doi: 10.1186/s12913-017-2551-2.

Latinos Overall: 39% of CA Population

Demographics



Latino Health Paradox



Most pressing issues faced by Hispanic Older Adults

- *Isolation*
- *Economic Insecurity*
- *Affordable Housing*
- *Retirement security*
- *Healthy aging*
- *Housing*
- *Access to services*
- Health services
- Dementia services
- Abuse/Fraud

Alameda County (2019)
Area Agency on Aging

NHCOA (2016); Status of Hispanic
Older Adults: Insights from the Field

NHCOA
NATIONAL HISPANIC COUNCIL ON AGING

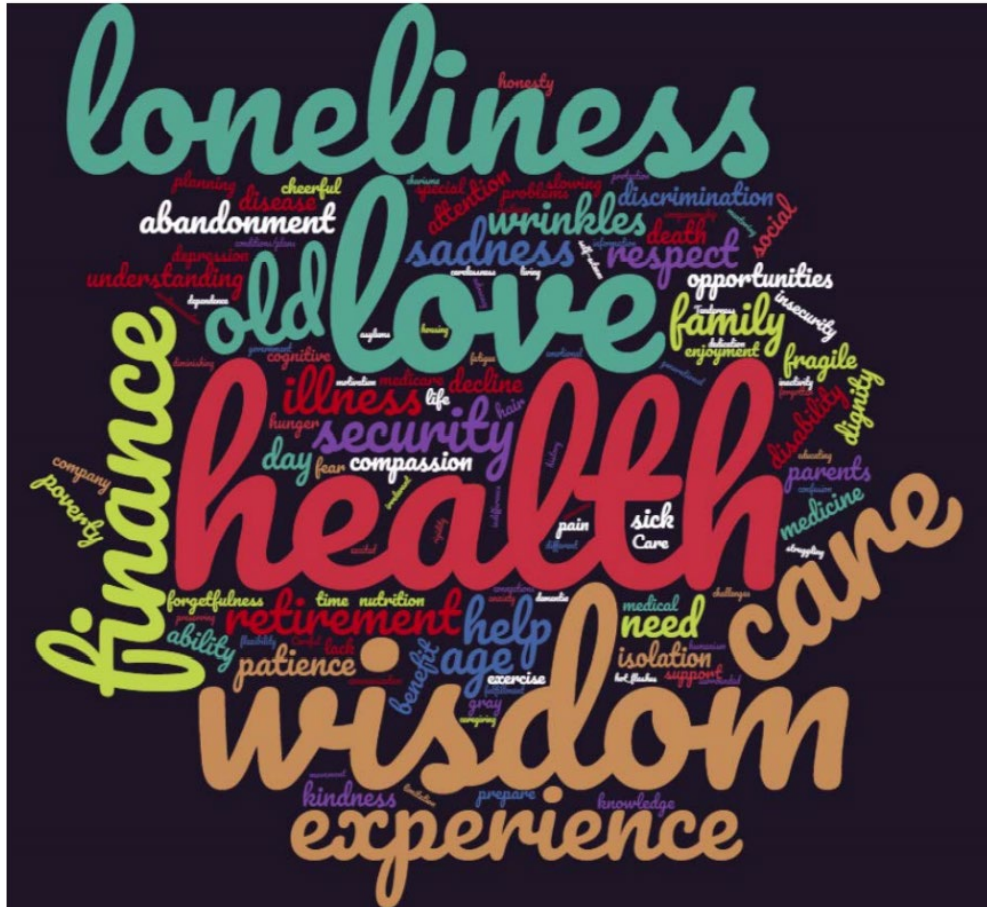
Cultural Factors in Latinos

- Familialism
- Personalismo
- Simpatia
- Respeto
- Paternalismo
- Fatalismo
- Machismo

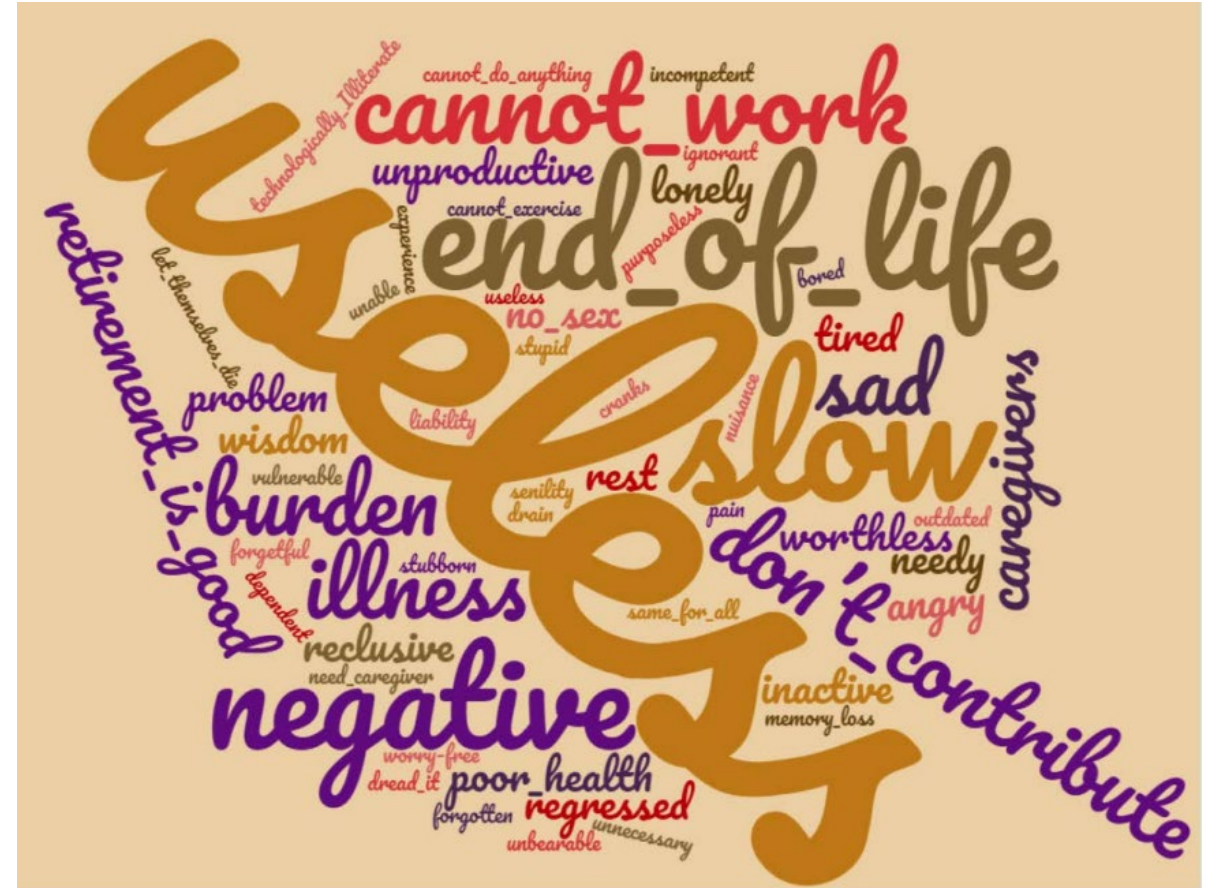


V.A. Diaz, Jr. **Cultural factors in preventive care:
Latinos.** Prim Care Clin Office Pract 29 (2002) 503–517

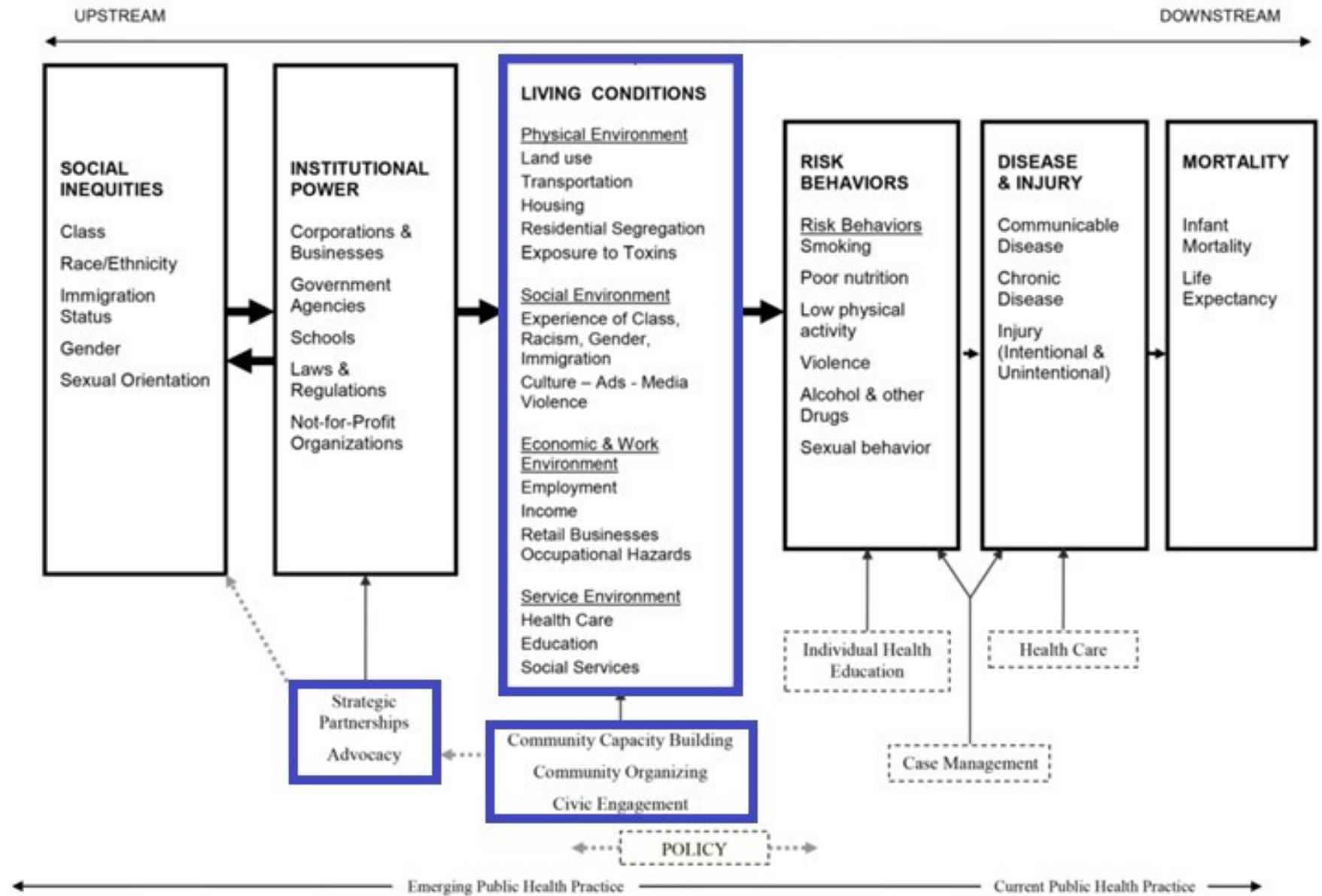
The words most frequently came to mind when survey participants heard the word "aging" (NHCOA, 2016)



The themes that were most frequently generated when survey participants were asked about the biggest myth about aging (NHCOA, 2016)



Programs - Health Equity Framework



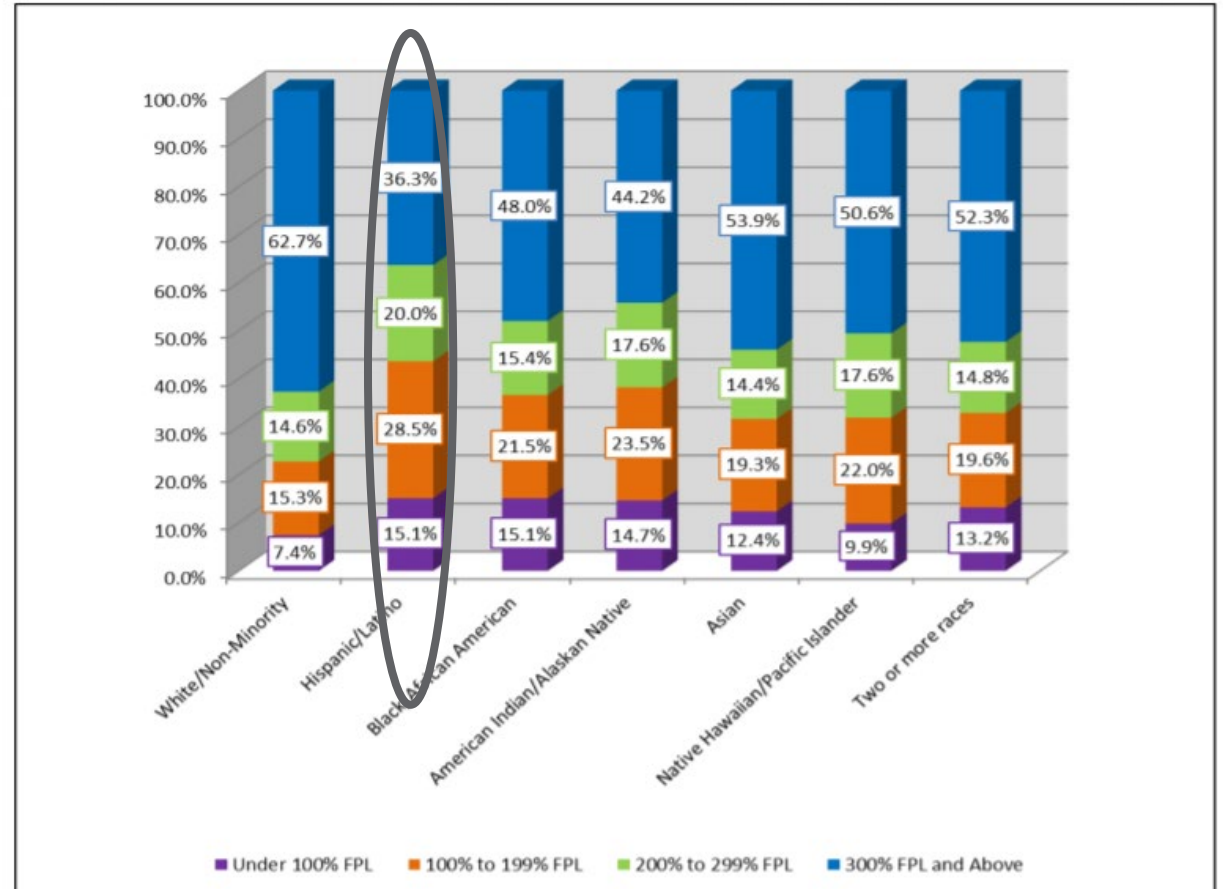
<http://dehealthequityguide.weebly.com/contact-us.html>

Programs - Social Determinants of Health

Figure 3
California Hispanic Snapshot for 2015³³

| | Hispanics in California | Non-Hispanic Whites in California | All of California |
|-----------------------------------|-------------------------|-----------------------------------|-------------------|
| Population | 15,184,545 | 23,824,254 | 39,144,818 |
| Bachelor's degree | 8.6% | 20.3% | 20.3% |
| Labor force participation rate | 66.3% | 62.2% | 63% |
| Unemployed | 5.4% | 4.2% | 4.6% |
| Median household income | \$49,682 | \$67,191 | \$64,500 |
| Poverty rate | 21% | 14.1% | 15.3% |
| Uninsured rate | 14.1% | 8% | 8.6% |
| Homeownership rate | 42% | 57.7% | 53.6% |
| Renters facing high rental costs* | 60.7% | 54.4% | 55.8% |

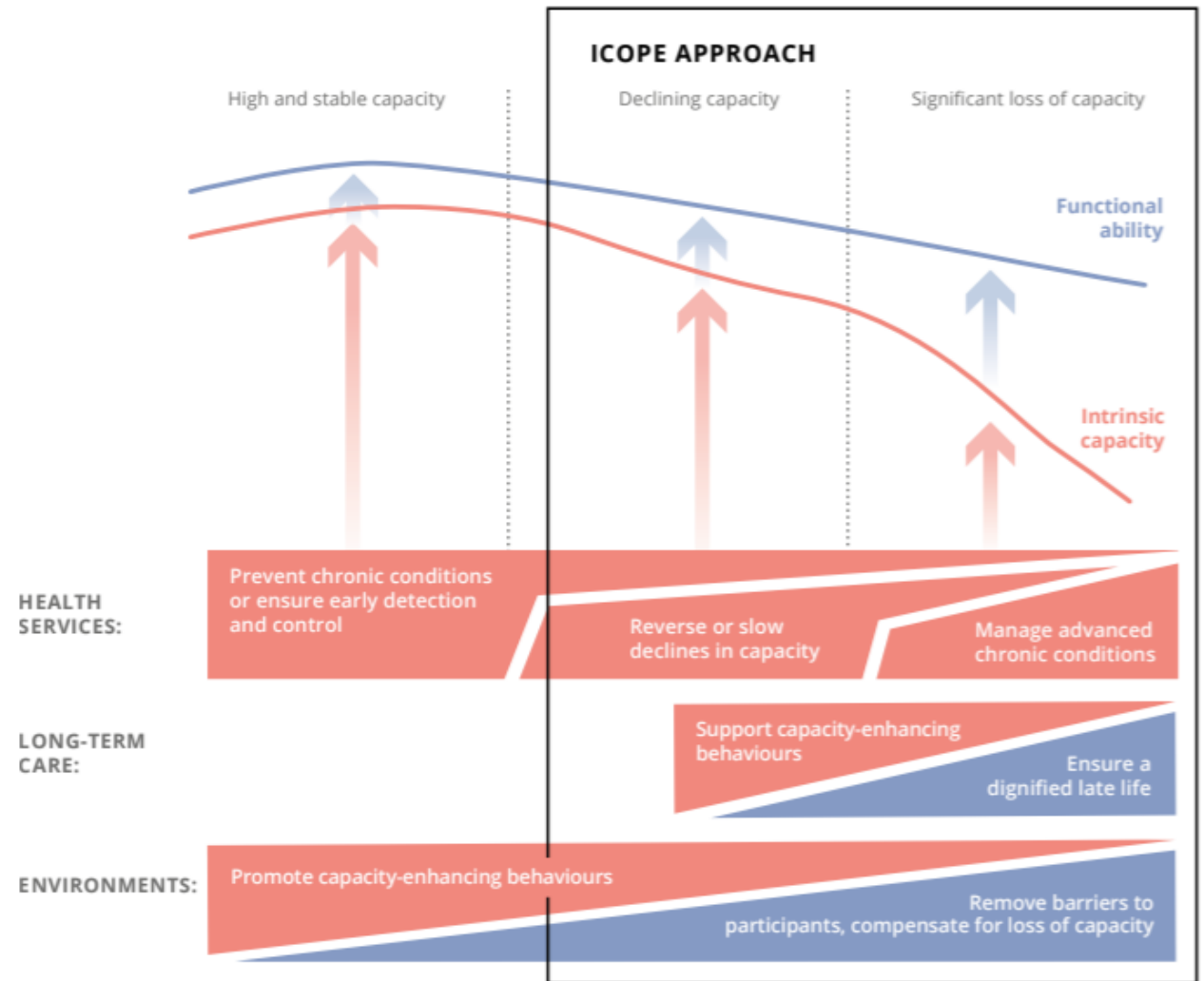
By Ethnicity by FPL



Poverty level of Californians Age 60+ (2009-2013) CA Dept Aging

Programs: Heterogeneity, Integration & Collaboration

**FIGURE 2. A PUBLIC-HEALTH FRAMEWORK FOR HEALTHY AGEING:
OPPORTUNITIES FOR PUBLIC HEALTH ACTION ACROSS THE LIFE COURSE**



Source: World Health Organization, 2015 (1).

Programs - Framework

- *Principles of Primary Care (1978)*
 - Inter-Sectorial
 - Inter-Institutional
 - **Community Participation**
 - “Basic resources”
- *Principles of Health Promotion*
 - “unlock the potential of individuals and communities”

The Spectrum of Prevention



Providing Services to Latinos

- **Key Success factors**

- Trust
- Culture
- Sustainability
- Strong Project Management
 - Planning models
 - Results
- Horizontal Programs
- Placed Based Initiatives
- ***Leadership development***
- ***Transforming people and communities***

- **Best Practices**

- Popular Education Model
- “Truly” Cultural Competent
- Cultural Understanding
- Cultural Humility
- CLAS Standards
- Health Literacy
- ***Empowerment***
 - ***Self-efficacy***
- ***Social Networks***

Best Practices

Healthy Aging



Community Health Workers



Community Health Workers: What do we Know about them? “The State of the Evidence on programs, activities, cost and impact on health action of using CHW”, 2010

Promotor de Salud

- Popular Education
 - Formal & Informal Education
 - Successful grassroots model
 - Paulo Freire principles
- Members of their own community
- Leaders – Agents of change
 - Competencies & roles
- “Bridge” between community & health & social systems
- Robust published evidence in USA and CA during the last 20 years.
- Effective Outreach



Themes common to non-Latino participants were:

"Older Latinos are not well served"

"Older Latinos are invisible"

"Older Latinos are undocumented and afraid"

"Older Latinos are wandering the highway".

Kim Larson, et al., *Responding to health and social needs of aging Latinos in new-growth communities: a qualitative study* BMC Health Serv Res 2017 Aug 25;17(1):601. doi: 10.1186/s12913-017-2551-2

Finally...

- **Latino Older Adults will challenge the traditional health and social service infrastructure & services.**
- Hispanic older adults continue to face daunting challenges in the areas of retirement security, healthy aging, housing and access to programs.
- Addressing health disparities through Upstream measures.
- **Hispanic older adults are eager to engage in their communities and seek solutions to their most pressing issues.**

- **Strong primary care systems & Strong project management: Planning, Sustainability & Results (transform!)**
- Leadership development (capacity building!) & Social Networks Matters!
- ***Best Practice: Promotoras de Salud***
- Opportunities (Master Plan Aging, Leadership Development, Age Friendly Services, Healthy Aging, CBPR, Technology, others)

Public Health As Social Justice

Engaging Latinos in Brain Health & Alzheimer

June 5, 2021

Weekly Latino Virtual Coffee

alzheimer's association®

Simposio Internacional de Alzheimer



Evento Virtual Gratuito en Español
Fecha: Sábado, 20 de Junio 2020
Hora: 9 a.m. a 12 p.m. Hora del pacífico (EE. UU. y Canadá)
REGISTRESE EN LINEA AQUÍ:
tinyurl.com/AlzSymposium2020
Para más información llame a Liliana Kaszuba al 408.372.9959 ó 800.272.3900

La Asociación de Alzheimer en colaboración con la Universidad de California San Francisco (UCSF), Instituto Global de Salud Cerebral y Well Connected Español los invita al primer Simposio Internacional de Alzheimer para familias enfrentando ésta enfermedad y público en general a través de Zoom y Facebook.

Médicos especialistas en Neurología y Geriatría presentarán de manera virtual temas de actualidad acerca de la enfermedad de Alzheimer, últimos avances en investigación, estudios clínicos y como cuidar del cuidador.

| | | |
|---|--|---|
|  <p>¿QUÉ SABEMOS SOBRE EL ALZHEIMER? Dr. Sergio Lanata, Neurologo-GBHI, UCSF Memory and Aging Center</p> |  <p>INVESTIGACIÓN Y ENSAYOS CLÍNICOS Dra. Maritza Pineda Calpa, Neurologist – GBHI, UCSF Memory and Aging Center Atlantic Fellow for Equity in Brain Health</p> |  <p>CÓMO CUIDAR AL QUE CUIDA Dra. Stephanie Piña-Escudero, Geriatra (Especialista en Demencia) – GBHI, UCSF Memory and Aging Center Atlantic Fellow for Equity in Brain Health</p> |
|---|--|---|



References

1. World Health Organization. (2019). ***Integrated care for older people (ICOPE): guidance for person-centred assessment and pathways in primary care***. World Health Organization. <https://apps.who.int/iris/handle/10665/326843>. License: CC BY-NC-SA 3.0 IGO
2. Lankaster T, ***Setting Up Community Health Programs***; Hesperian, 3rd Edition, Berkeley, CA 2009.
3. WHO (2007). Community Health Workers: What do we Know about them? The State of the Evidence on programs, activities, cost and impact on health action of using CHW” .
4. Shediak-Rizkallah MC, Bone L. ***Planning for the sustainability of community-based health programs: conceptual frameworks and future directions for research, practice and policy***. Health Education research, Vol. 13 no. 1 1998 Pages 87-108
5. Key Principles of Freire, Journal of Health Education, Vol 26, No6, 1995
6. V.A. Diaz, Jr. ***Cultural factors in preventive care: Latinos***. Prim Care Clin Office Pract 29 (2002) 503–517
7. The Yacarta Declaration on Health Promotion into the 21st century; The 4th International Conference on Health Promotion, WHO Publications, 1998
8. Ottawa Charter for Health Promotion First International Conference on Health Promotion, Ottawa, Canada, 1986
9. Declaration of Alma-Ata. International Conference on Primary Health Care, Alma-Ata, 1978.
10. The New Spectrum of Prevention; A Model for Public Health Prctice; Contra Costa Health Services, 1982
11. Koskan AM, et al. ***Preparing Promotoras to Deliver Health Programs for Hispanic Communities: training Process and Curricula***. Health Promotion Practice, May 2013 Vol. 14. No. 3 390-399

References, Cont.

12. Kim Larson, et al., ***Responding to health and social needs of aging Latinos in new-growth communities: a qualitative study*** BMC Health Serv Res 2017 Aug 25;17(1):601. doi: 10.1186/s12913-017-2551-2
13. NHCOA (2016); ***Status of Hispanic Older Adults: Insights from the Field.***
14. Community Health Workers in California (2013) ***CHWs, Promotores and the Triple Aim.*** Final Report. California Health Workforce Alliance
15. Keane, D, Nielsen Ch, Dower C. (2004). Community Health Workers and Promotores in California. UCSF Center for the Health Professions
16. 16. World Health Organization. (2019). ***Integrated care for older people (ICOPE): guidance for person-centered assessment and pathways in primary care.*** World Health Organization. <https://apps.who.int/iris/handle/10665/326843>. License: CC BY-NC-SA 3.0 IGO
17. 17. Policy Brief (2010): Promotoras as Agents of Change in Public Health Emergencies. Health Initiative of the Americas, University of California, UC Berkeley School of Public Health.
18. 18. National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care. OMH, US Dept of Health & Human Services Think Cultural Health 2010
19. 19. Latinos in the Golden State. An Analysis of demographic and Economic trends. National Council of La Raza 2017.
20. 20. Beauchamp D. (1976). Public Health as Social Justice.

Ensuring Equity in Aging Latino Older Adults

Ana L. González Seda, MPH

**Director of Programs
Alzheimer's Association - San Diego/Imperial**

alzheimer's  association®

Presentation will focus on

- Impact of health disparities in the Latino community
- Best practices in working with the Latino communities
- Community resources- ways to impact your community

Latinos in California

- Hispanics are the largest ethnically diverse population in California, making up 39% of the state population.
- They are also one of the fastest-growing aging populations in both the state of California and in the nation.
- Hispanic older adults (those 65 years and older) numbered over half a million (1,002,180) and made up 7% of the California's Latino population



U.S. Department of Health and Human Services, Administration for Community Living, Administration on Aging, "Aging Statistics," 5/24/2016, accessed October 18, 2018,

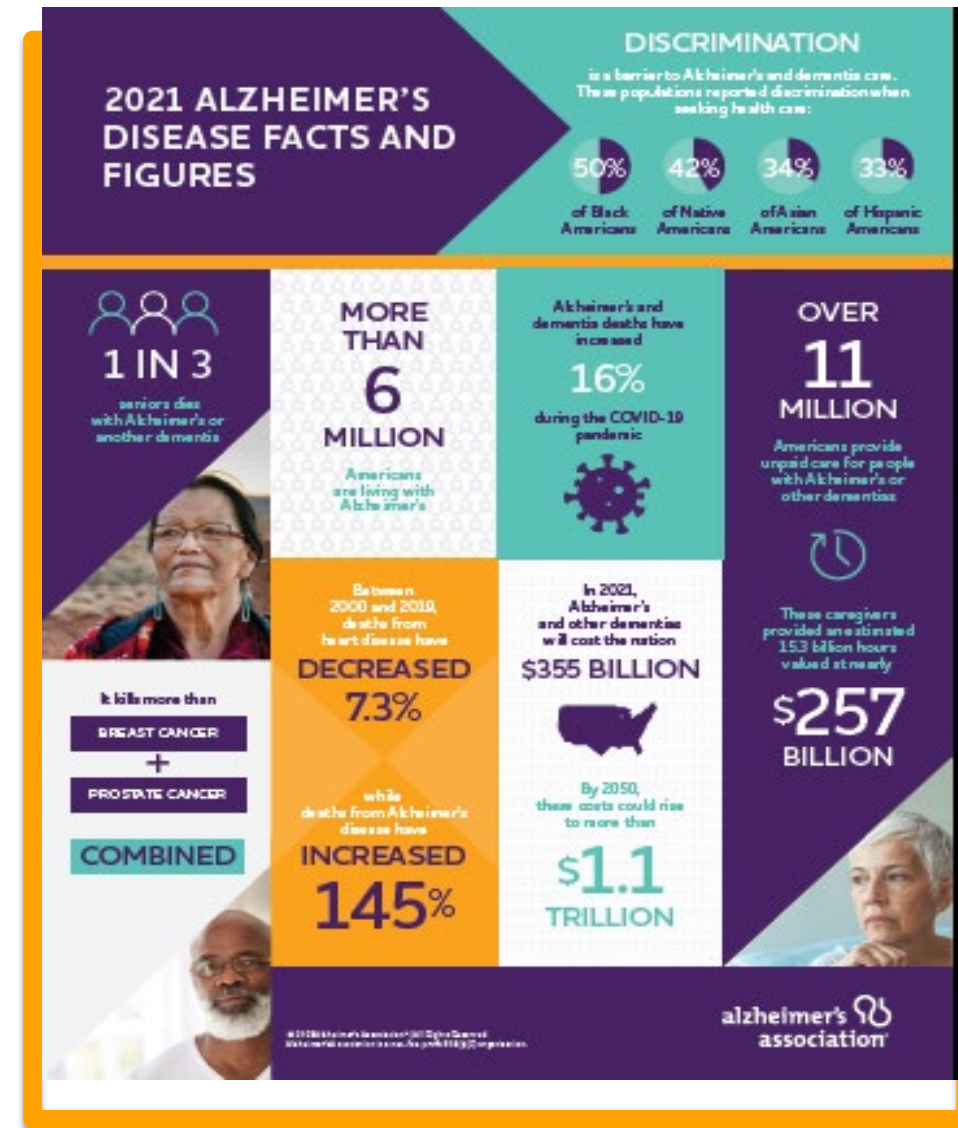
Older Latinos and Health disparities

- Ensuring health care access for all
- Health Disparities vs Health Care disparities
- Alzheimer's Association - Special Report: Race, Ethnicity and Alzheimer's in America- March 2021



Alzheimer's Association 2021 Alzheimer's and Dementia Facts and Figures

- Hispanic Americans are about 1.5 times more likely to have Alzheimer's and other dementia than Whites
- 1 in 3 Senior will die with Alzheimer's and other dementias
- By 2050, the number of people age 65 and older with Alzheimer's dementia is projected to reach 12.7 million.
- Alz and prevalence: In 2020 690K people over the age of 65+ living with Alzheimer's
- By 2025 the number jumps to 840K that's an estimated 21.7% change increase



Health disparities in Health Care

- Health and socioeconomic disparities and systemic racism contribute to increased Alzheimer's and dementia risk in underrepresented racial and ethnic groups.
- People of color want health care providers who understand their unique experiences and backgrounds, but many doubt they would have access to culturally competent providers.
- Graphic shows that fewer than 3 in 5 people of color in America feel confident they have access to culturally competent providers



Bridging Health Disparities in Health Care

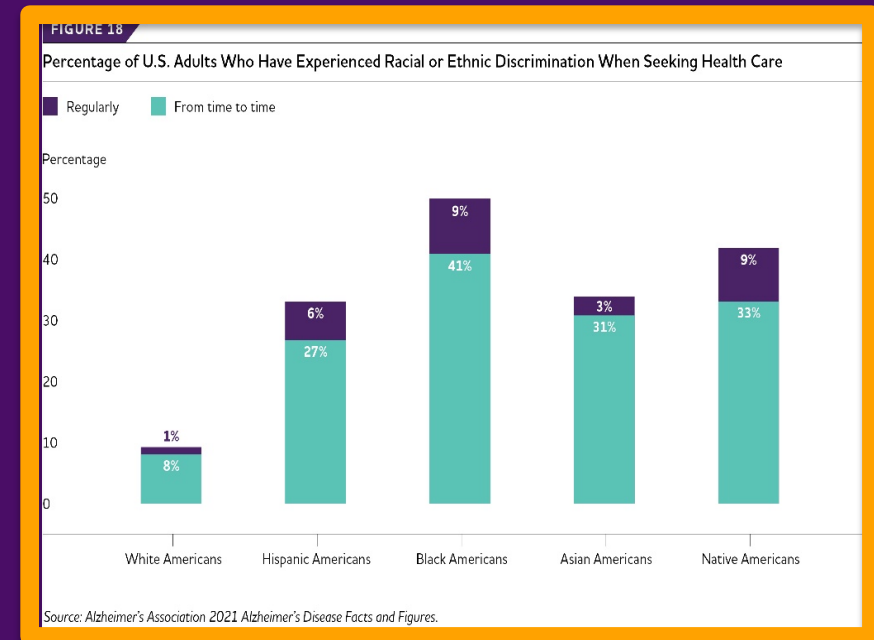
Percentage of adults who have experienced racial or ethnic discrimination when seeking healthcare- For Latinos 6% regularly and 27% from time to time

More work to do! Current efforts must be accelerated

Focus on workforce to care for a racially and ethnically diverse population of older adults.

Increasing diversity in dementia care

Engaging, recruiting and retaining diverse populations in Alzheimer's research and clinical trials.



Culturally Competent Workforce

Up to 39% of this older adult population in 2050 will be ethnic backgrounds

Current and future health care providers need to be prepared to screen, diagnose and treat Alzheimer's and dementia in this expanding racially and ethnically diverse population of older adults so that disparities are not perpetuated.

Cultural competence helps build a diverse and inclusive workforce.



Elements of a Culturally Competent Workforce

- A culturally diverse staff that reflects the population served.
- Ability to overcome language barriers, either with bilingual staff or interpreters.
- Training for providers on the cultures and languages represented in the population.
- Patient materials and practice signage that are translated and sensitive to cultural norms



Ways to engage the Latino community:

- Engage with local Latino/Hispanic organizations such as: National Council of La Raza, Mexican Consulate, Area Agency on Aging, AARP and NIH to name a few.
- Mission alignment with local organization that use the Promotore evidence based model
- Who Is a Community Health Worker? The American Public Health Association defines a community health worker as “a trusted member of and/or [someone who] 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.”

Embrace Community Health Workers

Best practices:

- Collaboration efforts with local organization that embrace the Promotores de Salud/ Promotoras/Community health workers:
 - Collaboration with agencies that are currently focused on driving impact through promotore work, to decrease health disparities in their own communities
 - Example in San Diego partnered with a local organization which supported Promotora work through a leadership training institute to train them on the Alzheimer's and dementia core curricula to help increase the awareness and education about the disease, reduce stigma and increase referrals to the Association helpline.
 - Supported their efforts through existing programmatic structure to help decrease the communities health disparities

Community Resources:

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Federal, state and local advocacy efforts

24/7 Helpline line: 1 800-272-3900

Award winning website:

www.alz.org

www.alz.org/espanol

www.alz.org/trialmatch



Alzheimer's Association

Alzheimer's Association Special Report: Race, Ethnicity, and Alzheimer's in America examines the perspectives and experiences of Asian, Black, Hispanic, Native and White Americans in regard to Alzheimer's and dementia care.

Found here: www.alz.org/facts

Citations from this presentation are found in the Race, Ethnicity and Alzheimer's in America special report found here: alz.org/facts

National Latino Resources:

- **National Hispanic Council on Aging (NHCOA)**

Is the leading national organization working to improve the lives of Hispanic older adults, their families and their caregivers.

NHCOA also empowers Hispanic older adults and families through leadership development to enable them to age with dignity and become their own best advocates.

- **American Association for Retired Persons (AARP)**

Resources on dementia care for caregivers and information on healthy living and healthy brain for Latinos and much more

National Latino Resources (2):

TRAINING AND CONTINUING EDUCATION ABOUT HEALTHY AGING FOR CHWs

- Resources include trainings to prepare Community Health Workers (CHW) to promote healthy aging overall and/or have specific strategies to reduce risk of injury, chronic disease, and social isolation among older adults.
 - National CHW Training Center – Texas A&M Health Science Center
 - Rural Health Information Hub
 - Center for Disease Control and Prevention CHW Training Resources
- Partner with your local health department for resources on the Healthy Brain Initiative Road map- Road Map provides expert-guided actions for public health leaders to promote cognitive health, better care for people living with dementia, and improve support for dementia caregiving.

Thank you!

Contact information:

Ana L. González Seda, MPH

Email: alseda@alz.org

Phone number: 619- 678-8322

Website: www.alz.org/español or www.alz.org/sandiego

Helpline: 1 800-272-3900

Questions & Comments

- Attendees joining by **webinar (Zoom)**, use the Q&A function or [click the raise hand button](#) to join phone line. The moderator will announce your name or your last 4 digits of your phone number and will unmute your line.
- Attendees joining by **phone**, [press *9 on your dial pad](#) to join line. The moderator will announce the last 4 digits of your phone number and will unmute your line.
- For additional information or for feedback email Engage@aging.ca.gov.



Thank You

- **Visit CDA's Aging & Equity Resources for More Information:**
 - [Equity in Aging Resource Center](#)
 - [California For All Ages Campaign](#)
- Check out [Alzheimer's Association's 2021 Facts & Figures Report](#) – includes a focus on **race & ethnicity**
- **Register in Advance for the May 5, 2021 - Culturally Informed Policy & Programs with and for Older Adults with Alzheimer's and Other Dementias**
- **Webinar recordings, slides, and transcripts** are available at CDA's online [Equity in Aging Resource Center](#) and [YouTube channel](#).
- **Send questions and comments to** engage@aging.ca.gov

