



PARTICIPANT HANDOUTS **Speak My Culture: Trust, Culture, and COVID-19 in the Latino Community**

Thank you for attending today's training. By doing so you are strengthening the ability of your community-based and patient-directed health center to deliver comprehensive, culturally competent, high-quality primary health care services.

Presented by:

Tamara Rios, Ph.D., CEO of Rios Associates

Live Broadcast Date/Time:

Tuesday, April 6, 2021

11:30–12:30PM Mountain Time / 12:30–1:30PM Central Time

Target Audience:

Health Center staff who would like to build rapport and trust with their Latino patients.

Event Overview:

This one hour Speak My Culture webcast addresses the health challenges within the Latino patient community. Participants will obtain tips, tools, and strategies to be better equipped in providing culturally appropriate and sensitive care to Latino patients, focusing on COVID-19, COVID-19 vaccine hesitancy, and telemedicine.

Learning Objectives:

Upon completion of this session, participants should be able to:

- #1 – Understand the cultural barriers and challenges for Latinos with respect to COVID-19.
- #2 – Demonstrate greetings and goodbyes to Latino patients in a culturally sensitive way.
- #3 – Identify challenges associated with telemedicine for Latinos.

CONTENTS

Page 2: CHAMPS Archives
Descriptions CHAMPS
Speaker Biography

Pages 3-15: Slides

CHAMPS ARCHIVES

This event will be archived online. This online version will be available for 30 days from the live presentation date. For information about all CHAMPS archives, please visit www.CHAMPSonline.org/events-trainings/distance-learning.

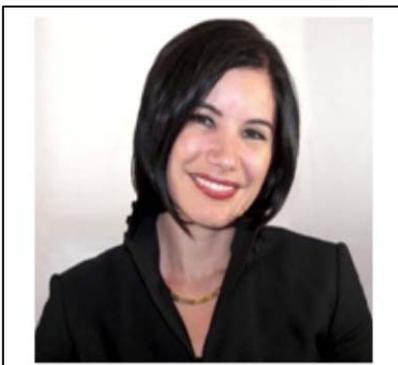
DESCRIPTION OF CHAMPS

Community Health Association of Mountain/Plains States (CHAMPS) is a non-profit organization dedicated to supporting all Region VIII (CO, MT, ND, SD, UT, and WY) federally-designated Community, Migrant, and Homeless Health Centers so they can better serve their patients and communities. Currently, CHAMPS programs and services focus on education and training, collaboration and networking, workforce development, policy and funding communications, and the collection and dissemination of regional data. Staff and board members of [CHAMPS Organizational Members](#) receive targeted benefits in the areas of business intelligence, networking and peer support, recognition and awards, recruitment and retention, training discounts and reimbursement, and more.

For over 35 years, CHAMPS has been an essential resource for Community Health Center training and support! Be sure to take advantage of CHAMPS' programs, products, resources, and other services. For more information about CHAMPS, please visit www.CHAMPSonline.org. The Happenings box on the lower left side of the CHAMPS home page highlights the newest CHAMPS offerings, while the CHAMPS Membership box on the lower right side of the page lists current benefits for CHAMPS Organizational Members.

CHAMPS hosts the [Coronavirus \(COVID-19\) Resources Website](#), a carefully curated clearinghouse of resources pertinent to health center staff, operations, vaccines, and training in the face of COVID-19. This page has been expanded to seven total pages to encapsulate as many COVID-19 resources as possible; including Health Equity, Health Center Operations, COVID-19 Vaccines, Provider Resources including monoclonal antibody therapy, Staff Safety and Wellness, and Telehealth.

SPEAKER BIOGRAPHY



Tamara Rios is the CEO of Rios Associates. Dr. Ríos was raised in both Acapulco, Guerrero, Mexico and Tucson, AZ, is bilingual and bicultural and holds a BA and an MS in Psychology with a minor in Spanish as well as a PhD in Psychology and Education. She has been teaching and coordinating programs with Rios Associates since 2000. Dr. Ríos has served as a consultant to various hospitals and medical groups for over 15 years. In addition, she has collaborated with and served as a consultant to a number of international hospitals and medical groups in Mexico, Spain and Peru. We are so glad to have Tamara here to speak with us today!

SPEAK MY CULTURE: TRUST, CULTURE & COVID-19 IN THE LATINO COMMUNITY

presented by Tamara Ríos Ph.D., *Ríos Associates*

© Copyright 2021, Ríos Associates

APRIL 6, 2021
11:30AM-12:30PM MT (10:30-11:30AM CT)

Hosted by:



1

Presented by

Tamara Ríos, PhD
CEO, Ríos Associates

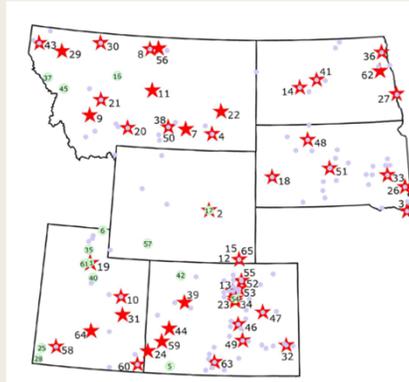


Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



2

Community Health Association of Mountain/Plains States (CHAMPS)



www.CHAMPSonline.org

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



3

CHAMPS Coronavirus Disease 2019 (COVID-19) Resources Webpage

Coronavirus Disease 2019 (COVID-19) Resources

CHAMPS has created a carefully curated clearinghouse of resources pertinent to health center staff, operations, and training in the face of COVID-19, as well as resources that address and promote wellness during and beyond this pandemic. This page is updated as new resources become available. Please contact the [CHAMPS Programs Coordinator, COVID-19 Response](#) if you have any questions about these materials or would like to share any other useful resources.

- [General COVID-19 Resources](#)
- [Health Equity and COVID-19 Resources](#)
- [Health Center Operations Resources for COVID-19](#)
- [Influenza and COVID-19 Vaccine Resources](#)
- [Provider Resources for COVID-19](#)
- [Staff Safety and Wellness During COVID-19 Resources](#)
- [Telehealth During COVID-19 Resources](#)

Remember, you are not in this alone, you are part of an incredible state, regional, and national network – the Community Health Center Movement – that has a 50+ year history of responsiveness and resilience. The mission of CHCs has never been more important than now and CHAMPS remains in steadfast support of Community Health Centers and their staff, who are on the front lines of providing health care to the most vulnerable. CHAMPS extends enormous gratitude to Region VIII CHCs for the amazing work you do on behalf of your patients and communities; your herculean and selfless efforts to ensure the wellbeing of those you serve is inspiring. **Stay safe and stay hopeful, stand together and stand strong!**

Search CHAMPS



Everything that is done in this world is done by hope.

Martin Luther

In This Section

- [General COVID-19 Resources](#)
- [Health Center Operations Resources For COVID-19](#)
- [Health Equity and COVID-19 Resources](#)
- [Influenza and COVID-19 Vaccine Resources](#)

[CHAMPS Coronavirus \(COVID-19\) Resources Webpage](#)

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



4

Q&A Practice

How many people are watching the event at your computer, including yourself?

Submit your answers using the Q&A Box.

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



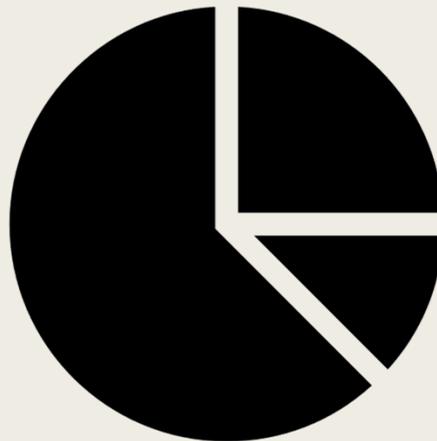
5

Poll #1

Please answer the following question on the poll that pops up on your screen.

Please indicate your health center role:

1. Healthcare providers
2. Clinical leadership
3. Clinical support staff
4. Care coordinator/ Patient navigators
5. Other

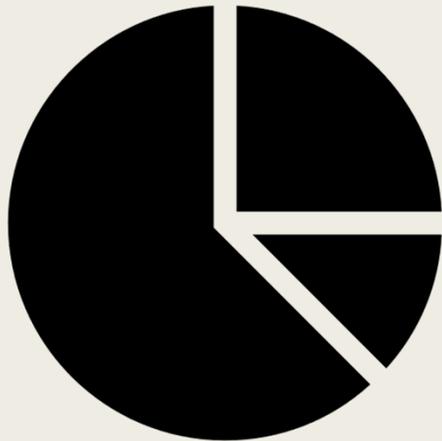


Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



6

Poll #2



Please answer the following question on the poll that pops up on your screen.

Do you know where your Latino patients are from?

1. Mexico
2. Central America
3. South America
4. Caribbean (Puerto Rico, Cuba, Dominican Republic)
5. Other
6. Not sure

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



7

Context



This course is geared towards serving Latino immigrants who now live in the U.S.



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



8

Information about Identity

Hispanic, Latino/a, Latinx, Latin@

- *'Latinx' is a gender-neutral word for people of Latin American descent*
- *Awareness and use of Latinx as well as gender-inclusive terms and pronouns (“x”, “@”, “e”) is an opportunity to be inclusive of all in community*
- *Research shows that broadly, the preference remains to use pan-ethnic terms such as “Hispanic or Latino” to describe themselves*
- *The use of the respective terms varies across immigrant generations and experiences*
- ***Recommendation for terminology: Hispanic/Latinx/Latino, depending on your audience and staff/member preference***

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



9

Introductions and Greetings: Investing in the beginning

In order to establish a stronger, trusting doctor/patient relationship with Latinos, the following is recommended:

- Attempt to speak some Spanish (courtesy phrases):
 - ***Buenos días, Buenas tardes, Buenas noches***- Good morning, Good afternoon, Good evening.
 - ***Soy Alex Jones, su proveedor de salud*** -I am Alex Jones, your healthcare provider.
 - ***Mucho gusto***- Nice to meet you.
 - ***¿Cómo esta?***- How are you?
- Tone of voice and body language are powerful and meaningful communication tools.
- Use formal address: Señor, Señora, Señorita – Mr., Mrs., Ms.
- If you speak Spanish, use “Usted” form (you formal) rather than “tu” (you informal).
- Try to pronounce patient’s names and surnames correctly.
- Use your patient’s name often throughout the visit.
- Smile and wave (replacing handshake).
- Inquire about family or engage small talk.

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



10



COVID-19 Impact on Latinos

- Many Latinos perform jobs that require interaction with the general public: food service, transportation, sanitation and delivery, meatpacking plants and farmworkers.
- Many Latinos live in close quarters, often multiple families to a house or several farmworkers crowded into a barracks-style room, where social distancing and self isolation are impossible.
- Many Latinos use public transportation.
- Greater chance for having underlying health conditions.
- Limited healthcare access.
- Language barriers.
- Cultural barriers.
- Income and immigration status.

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



11

COVID-19 and Cultural Sensitivity Tips

Cultural sensitivity recommendations

- **Lament** and apologize for having to enforce these restrictions & recommendations (for now).
- **Preface** recommendations with "This is very important- *Es muy importante*".
- **Give** recommendations in a firm, but friendly tone.
- **Acknowledge** the cultural significance of touch and proximity.
- **Emphasize** the impact and effects on the patient and family as a whole.
- **Provide** visually appealing and culturally sensitive material, such as, *fotonovelas* (photo stories).
- **Use** the metric system (2 meters instead of 6 feet).
- **Use** "Necesita" instead of "Es necesario".
- **Highlighting** prescription instructions or sections of the after visit summary.
- **At** the end of the visit ask if you were able to explain everything clearly.
- **Encourage** questions, preventive care, and family involvement.
- **Elicit** the patient's perspective (¿Qué opina?).

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



12

Fotonovela (photo stories) Examples

Visually and culturally appealing material that resonates with Latinos.



This translates to
 “Wear a mask in public to optimize your protection.”



This translates to
 “I take care of myself to take care of them.”

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



Visually and culturally appealing material that resonates with Latinos.



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



Vaccines

- ❑ Although childhood vaccines are generally accepted, there is still a misconception about the flu, HPV and now COVID-19 vaccine.
 - Flu vaccine = sick with the flu
 - HPV vaccine = sexual activity
 - COVID-19 vaccine = sick with Covid-19, death

- ❑ The main factors contributing to lack of vaccinations are:
 - Fear
 - Lack of information or misinformation
 - Lack of trust
 - Cost



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



15

Vaccines *continued*

Cultural Sensitivity Tips:

- Educate us as to the benefits of vaccines.
- Explain the importance of vaccines and what they prevent with specific examples.
- Ask what questions and concerns we have.
- Clarify misinformation.
- Acknowledge the overwhelming amount of information and offer to highlight the salient points.
- Encourage us to be vaccinated in a reassuring, supportive tone.
- Share your personal (or colleague's) experience with receiving the vaccine and reasons why you did so.
- Elicit your patient's perspective.



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



16

Challenges of Telemedicine and Latino Patients

- Low digital literacy
- Limited or no access to the internet
- Privacy concerns
- Working during hours of telemedicine



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



17

Telemedicine Cultural Sensitivity Tips

- Prepare Latino patient for video/phone visit.
- Explain what it is, how it works and the benefits.
- Reassure it is safe and private.
- Ask how your patients feels about scheduling a visit and what questions and concerns they have.
- Ask if there is family available to help connect and participate during the visit.
- Keep patient focused and engaged by speaking in a warm and enthusiastic tone, repeating salient points several times, leaning into the camera or going up in tone on the phone when emphasizing pertinent information.
- Gently remind your patient how to access online information/resources and ask if they need help or have any questions. Ask if there is a family member or trusted friend to help.
- Ask which language is preferred and if there is a family member or trusted friend who can look over the resources with them.



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



18

How to Properly Close: Investing in the end

- End your visit with Latino patient in a culturally sensitive manner.
- Smile and wave (replacing handshake).
- Use a warm and friendly tone of voice and body language.
- Thank your Latino patient for trusting you with their healthcare.
- Send greetings/regards to their family members.
- Attempt to speak some Spanish (courtesy phrases):

Spanish	Translation
Cuidese	Take care
Que le vaya bien	May it go well for you
Gracias por su confianza	Thank you for your trust
Saludos a la familia	Regards to the family

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



19

COVID-19 Myths in Latino Community

- Garlic can prevent COVID-19
- Antibiotics can treat COVID-19
- Ivermectin can prevent and treat COVID-19
- COVID-19 vaccine will cause COVID-19
- COVID-19 vaccine will cause very strong side effects requiring taking several sick days from work
- COVID-19 vaccine could cause death
- Religious concerns of COVID-19 vaccines made using cells from aborted fetuses



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



20

Thank You

Questions



Other Services: Medical Spanish & Cultural Competency Courses

- ✓ Virtual Trainings
- ✓ Personalized One-on-One Sessions
- ✓ Self Study Program

All programs include CME credits and textbook.



Contact information

 Tamara Rios, PhD
 tamara.rios@medspanish.org
 520.907.3318
www.riosassociates.com

Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



21

QUESTIONS



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021



22

Thank You for Joining Us!

Your opinions about this webcast are very important to us.

Please complete the event evaluation for this webcast:

<https://www.surveymonkey.com/r/2021-SpeakMyCulture>

The link is also included in the Handouts which you can download from the “Handouts” tab. The same link was provided in the reminder email sent out in advance of the event and will be included in a follow-up email attendees. Please pass the link along to others viewing the event around a shared computer.

Visit www.CHAMPSonline.org/Events/DistanceLearning.html for information about other live and archived CHAMPS webcasts.

Visit the [CHAMPS Coronavirus \(COVID-19\) Resources Webpage](#) to learn more about COVID-19 health center response.



Speak My Culture: Trust, Culture and Covid-19 in the Latino Community, April 6, 2021

