

A Multi-Faceted Approach to Hispanic Outreach in Central Wisconsin

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Healthy WI Communities Conference

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Presented By:

Jackie Carattini, Marathon County UW-Extension



Alliance for Hispanic/Latino Outreach and Regional Awareness

The Alliance for Hispanic Outreach and Regional Awareness (AHORA) was formed in fall of 2003 to discuss strengths and weaknesses in meeting the health and safety needs of the rapidly growing Latino community in Central Wisconsin.

To date AHORA is comprised of over 64 medical providers, non-profit groups, faith-based groups, Latino service providers and community volunteers both Hispanic and non-Hispanic.

AHORA covers Clark, Lincoln, Marathon, Portage and Wood Counties in North Central WI.

Rural Health Outreach Grant

- Awarded in April of 2006
- 3 year grant cycle, non-competitive for years 2 and 3
- Written to address the health disparities in the Hispanic community in a 4 county area in Central WI.
- Focused on 4 primary services

First Primary Service:

1. Providing health information and referral using a community health outreach worker approach that includes a toll free telephone help line and health navigators to assist Hispanic/Latino individuals to access and benefit from community resources to meet their needs.

Second Primary Service:

2. Provide health information to Hispanic families and children through a home visitation model, with bilingual staff that will use a curriculum to provide health information, but will also address individuals' needs for information and support.

Third Primary Service:

3. Train bilingual health educators to provide services to women infants and children in the Hispanic community using a train-the-trainer model developed by the Wisconsin WIC program.

Fourth Primary Service:

4. Provide occupational health and safety information to Hispanic workers and employers with a variety of educational interventions including health fairs at employer locations, with families, with children in schools, at churches, in the Spanish newspaper and at Hispanic events like the area soccer league. This activity also impacts the Healthy People 2010 goal addressing socioeconomic factors that influence health.

Health Fair Outcomes:

- In year one, health fairs had 1,910 contacts which exceeded our goal of 740 contacts.
- 79% of participants reported increase in knowledge and resources, goal was 90%

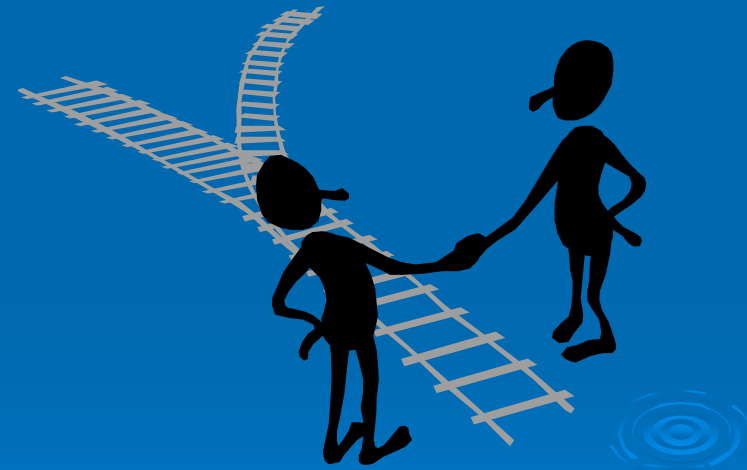


Small Group Teaching in Year 3

- Implemented “Juntas Saludable” or home health parties for Latino women on topics of nutrition and cancer prevention.
- Implemented “Knitting for Hope” with Aspirus Wausau Hospital. Nutrition and cancer prevention information was shared while the Latino ladies learned to knit.

Healthcare Navigators Must Understand Cultural Frameworks and the Challenges That Go With Them

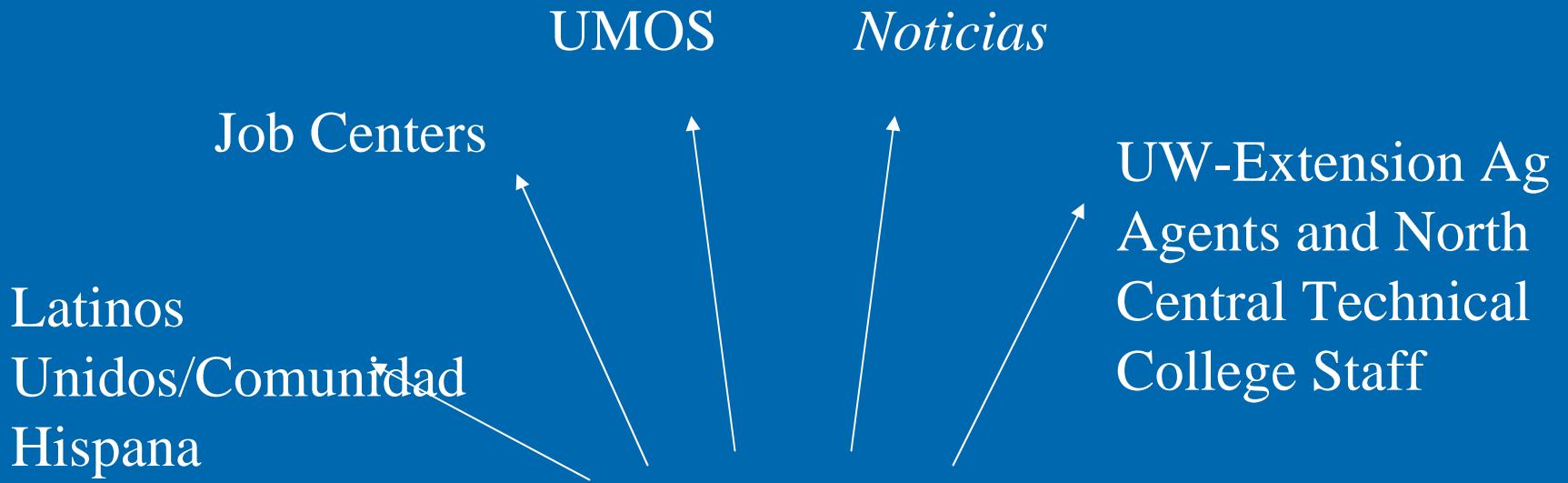
- Worker rights and responsibilities
- Family responsibilities
- Housing challenges
- Stress and depression
- Barriers to learning English



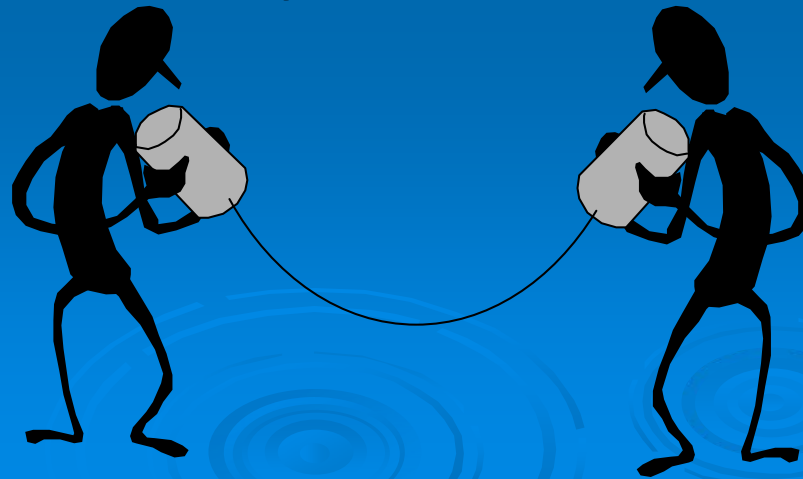
Latinos Unidos, Toll Free Phone Line

***Goals: To Assist
individuals in
Accessing Health and
Human Services,
To Assist in Documenting
Common Needs, Areas
of Concern and Gaps in
Services***

- Answered over 1,981 phone calls which led to
- 1,753 in person contacts
- 47% were for interpretation or translation needs
- Most calls were on immigration, ITIN/tax information and legal questions



How to connect with potential employees in need



Resources

Latinos Unidos
Toll free number:
1-866-773-1780

Workforce
development

Health outreach

HELP!

Housing

Education

Faith-based and
Community
Organizations

AHORA



Increased Access Reported by Medical Partners

- 58-116% increase in Hispanic WIC participation
- 16-83% increase in immunizations of Hispanic/Latino children through county health departments.
- 38-84% increase in Hispanic/Latino clients needing interpreters at local hospitals and clinics.
- 73-125% increase in Head Start Enrollment for Hispanic/Latino children.

Overall Accomplishments of Three Year Grant Cycle

- On-site health and safety outreach
- Increased bilingual staff
- Increased cultural awareness and sensitivity
- Hispanic town hall meetings and focus groups occurring throughout 5 county region
- Local business developing support systems for their workers



Sustainability???

➤ YES!!!

➤ We are proud to say that ALL positions hired or projects started as a result of this grant funding were continued in some form.

➤ Through this grant, community partners, agencies and county government have learned to appreciate the value and return on investment gained through our outcomes achieved.

Time For Questions:



Jackie Carattini
Family Living Agent
UW-Extension Marathon County
212 River Drive, Suite 3
Wausau, WI. 54403

Jackie.carattini@ces.uwex.edu



*Thank
You!*

