

# A Multi-Faceted Approach to Hispanic Outreach in Central Wisconsin

Presented At:

2009 6<sup>th</sup> Annual Comprehensive Cancer Control Summit  
Focusing on Rural Cancer Issues

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.

# What is the population demographic?

Settling Families ↔ In Betweens ↔ Migrants

Young

Average age of immigrants = 28

Family Oriented \* Fun Loving \* Hard Working

***The first grant year was developing collaborative partnerships to address the health disparities and focus on four primary services:***

- Toll free phone line.
- Training four Competent Professional Authority (CPA) interpreters for the WIC program.
- Hiring 3 health navigators to work with families in a home visitation format.
- Provide health and safety information to both employers and their workers.

# North Central Wisconsin Workforce Development Board

***Goals: To Provide  
Health Information  
and Education,  
To Increase Access to  
Health Care,  
To Improve  
Occupational Health  
and Safety for  
Hispanic Workers***

- Held 21 health fairs on the worksite for employees and their families.
- 7 safety events in a group setting were held.

# 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.

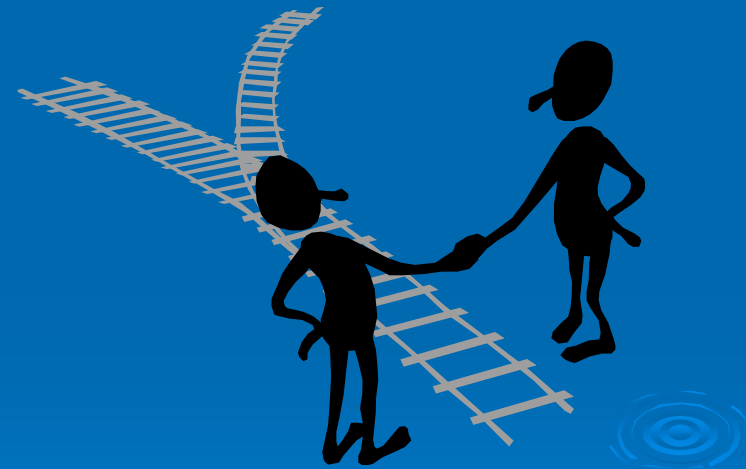
# Comunidad Hispana and Children's Service Society of Wisconsin

***Goals: To Increase  
Health Knowledge,  
To Increase  
Knowledge of  
Community Health  
Resources and How  
to Access Them,  
To Identify and Assist  
Individuals with  
Access to Needed  
Health Care  
Services***

- Total of 597 contacts between the two locations.
- 47% of the contacts were health related.
- All community needs were tracked in a data base to show future needs.

# 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



# Women's Infant and Children (WIC) Bilingual Certifier Training

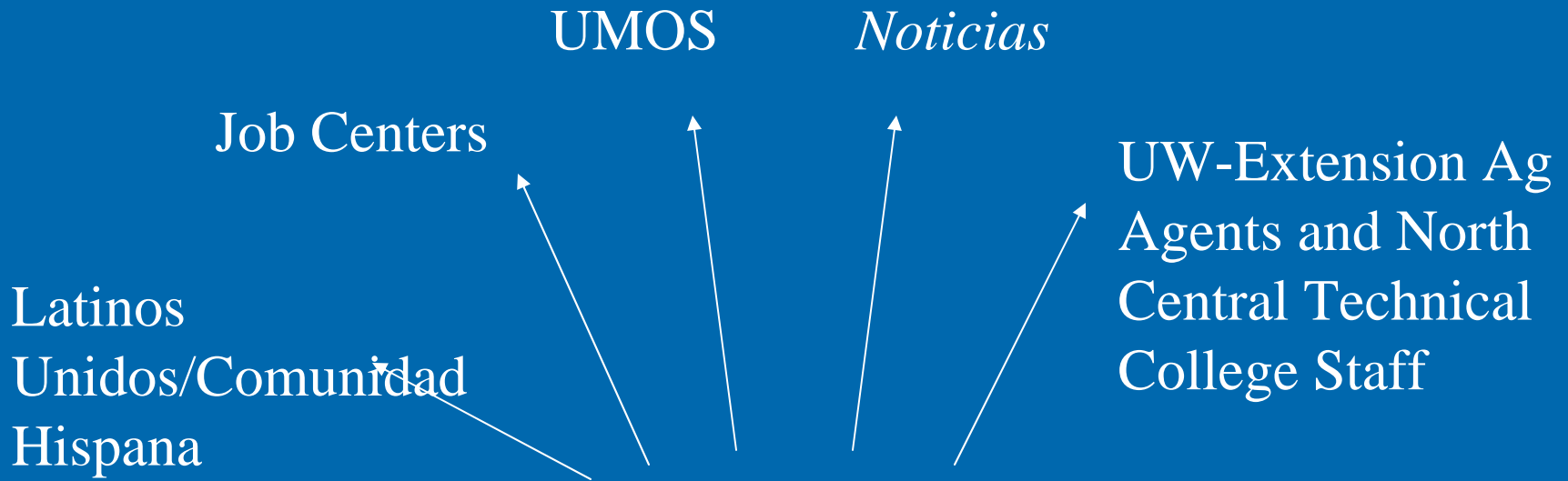
***Goals: To Develop  
Rural Community  
Capacity and  
Infrastructure to  
Deliver Culturally  
Competent Health  
Care Services***

- 2 Bilingual Spanish workers were trained
- 2 Bilingual Hmong workers were trained
- Were unable to find 4 Spanish speaking workers interested in the training so we modified the goal

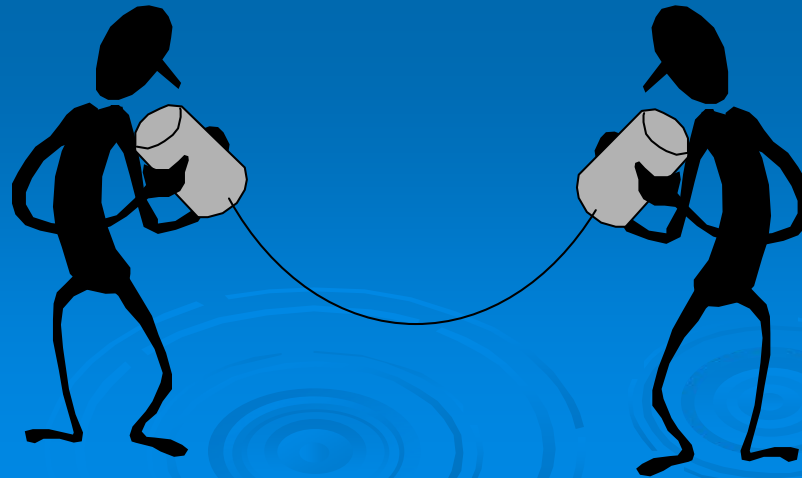
# Latinos Unidos, Toll Free Phone Line

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

- Answered 1,107 phone calls which led to
- 1,158 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**



# 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



# 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.
- 26-38% increase in Hispanic/Latino clients needing interpreters at local hospitals and clinics.
- 73-125% increase in Head Start Enrollment for Hispanic/Latino children.

# 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!***

