

Working with Hispanics

PRESENTED BY
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OF NUTRITION
AND DIETETICS

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Working With Hispanics

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Latinoamerica


- Latinoamerica is made of Central and South America. Spanish is spoken in most countries except for Brazil (Portuguese), Haiti and French Guyana (French) and Suriname (Dutch)
- Countries of Latinoamerica: Mexico, Guatemala, Honduras, Nicaragua, El Salvador, Costa Rica, Dominican Republic, Puerto Rico, Cuba, Panama, Colombia, Venezuela, Ecuador, Peru, Bolivia, Argentina, Chile, Paraguay, Uruguay
- The countries close to the equator, don't have seasons.




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Hispanics in the US




- Hispanics: any person of Mexican, Puerto Rican, Cuban, South or Central American descent regardless of race. Latinos are people of Latin-America. Interchangeable.
- In 2015, the Census Bureau projected that in 2060, Hispanics will be 28.6% of the total US population




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Hispanics in the US




- In 2021, 19% of the US population was Hispanic, making it the largest minority.
- In 2020, 25.7% of U.S. children were Hispanic.
- In 2021, 65.6% of Hispanics were born in the US and 81% were US citizens.
- In 2021, 72% of Latinos spoke English proficiently.




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Hispanics in the US




- 37.4 million people in the US speak Spanish.
- Latinos are mostly in California, Texas and Florida.
- In 2019, the population of Latinos in ND & SD increased more than anywhere else in the US.




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Hispanics Households




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Hispanics Households




- Median age: 30 years
- Family size: 3.25 (US: 2.54)
- With kids: 46.4%
- Multigenerational
- Multiethnic
- Strong commitment to family, faith, hard work, and service.




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Hispanics in Oklahoma




- In 2018, 10.8% of the population was Hispanic
- Median age: 23 (non-Hispanic: 36)
- In 2014, 37% of Hispanics were foreign born, 63% OK born, and 19.1% under 18yrs.
- From 2000 to 2010, the Hispanic community grew in OKC 95%, in Edmond 120% and in Moore 134%.
- OKC Hispanic population origin: Mexican 80%, Guatemalan 5.3% and Honduran 3.6%



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Hispanic Interests

In a survey conducted by *Discovery Familia*, more than 1,000 Latina moms reported their interests were in the following areas:

- Parenting.....50%
- Health & Nutrition.....46%
- Fitness.....43%
- Do It Yourself.....40%

74% feel it's important for their children to be fluent in Spanish.



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Hispanic Culture

Patriarchal structure. Most of the time male gives permission to seek treatment

Collectivistic culture - group activities are dominant, responsibility is shared, and accountability is collective

Value of family greater than individual or community. Expression of strong loyalty, reciprocity, and solidarity among family members



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Hispanic Culture

Trust is very important, feeling welcomed.

Hierarchy is very important among Hispanics

The subgroups of the Hispanic population such as Mexicans, Cubans and South American differ in their lifestyles, health beliefs, and health practices.



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Hispanic Health



Culture is central in health habits. A reliance on traditional healing systems is common, culturally approved and has lower costs. Ex: drinking herbal or spiced teas and seeking care from relatives, neighbors, community members.

Having a disease is a bigger concern than dying

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Hispanic Health



Hispanics have lower mortality rates than the overall population but are at greater risk for a number of chronic illnesses and diseases.

Diseases causing deaths in Hispanics: Heart disease, Cancer (stomach, liver, cervix), HIV, Diabetes, liver disease and cirrhosis.

Hispanics exhibit a number of positive health indicators in terms of diet; low levels of smoking and illicit drug use; and a strong family structure.

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Hispanic Health in Oklahoma



OK Hispanics obesity rate in 2015 was 42.6%, higher than any other race.

In 2015, Hispanics were twice as likely as whites to be diagnosed with Diabetes. Diabetes in Hispanic adults by gender:

Women: 11.7%

Men: 12.6%

In 2015, Hispanics were 3 times more likely to start treatment for end-stage renal disease related to diabetes

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Acculturation



- The Latin American diet includes more fruits, vegetables and legumes than the American diet
- Acculturation seems to weaken the positive health factors and lead to the adoption of negative ones such as eating more fast food & sodas; and less fruits & vegetables

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Acculturation



Factors that contribute to dietary changes:

- Convenience: more fast food than meals prepared at home
- Availability: They can't find all traditional foods here in the US.
- Cost: Hispanics in the US may eat less fruit because it is more expensive.

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Dietary Practices



- Depending on the level of acculturation, the meals vary. Ask them where are they from and how long they have been in the US. This will give you tools to better help them.
- Family meals are very important, most families eat together. Celebrations revolve around food

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Dietary Practices



- Hispanics differ greatly in dietary practices depending on the country of origin. There is a huge difference among staple foods, spices, herbs, traditional dishes and cooking methods.
- Learn your participant's traditional dishes and help them make them healthier by modifying cooking methods or substituting ingredients.

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Dietary Practices



- Body size: chubby kids are considered healthy. A thin child causes worry among family.
- Diet high in carbs – grains, fruits, sweets, sugar.
- Large meals and second helpings are encouraged. Clean your plate mentality is common.

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Nutrition Education



- Encourage Hispanic participants to maintain healthful aspects of traditional diet: high consumption of fruits, vegetables, beans, whole grains and nuts.
- Explain relationship between nutrition and weight. Benefits of healthy weight on health

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Nutrition Education



- Educate Hispanics about seasonal fruits and vegetables available in the US and also about frozen and canned alternatives.
- Many Hispanics may not read or write in even in Spanish; therefore, education materials should include pictures and illustrations to communicate your message better.

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Nutrition Education



- Demonstration with food models, portion sizes, serving dishes and glasses really help to overcome the language barrier. Food demos and tasting work great with Hispanics.
- Hispanics appreciate face to face meetings, may bring family members with them to appointment, make sure to include them.

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Nutrition Education



- Learn your participant's traditional dishes and help them make them healthier by modifying cooking methods or substituting ingredients.
- Increase vegetables, whole grains, low fat dairy. Decrease grains, sweet breads
- Increase grilling and baking and reduce frying.

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Nutrition Education



- Limit grains to one portion with each meal, if dish requires two or three grains, tell them about eating smaller portions. Ask participants to measure their food at home a few times to visualize
- Many Hispanics add salt to their food at the table before tasting it. Encourage them to keep the salt in the kitchen not at the table.

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Nutrition Education



- For cooking encourage them to use more herbs and less salt for flavoring.
- Explain why it is important to buy low fat ground beef and skinless chicken. Include lean ground turkey
- Encourage whole grain tortillas or corn tortillas. If homemade, bake instead of frying.

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Nutrition Education



Promote Common foods:

- Quinoa is an excellent source of phosphorus and fiber, a good source of protein, vitamin B6 and folate, iron, thiamin, riboflavin and zinc. This grains is gluten free.
- Chia: excellent source of phosphorus, magnesium, fiber and a good source of calcium.

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Nutrition Education

- Very common to drink big glasses of licuados, orchata, homemade juices, oatmeal and coffee with whole milk and added sugar.
- Advise: skim milk or water, no added sugars, moderate use of sucralose or stevia, use of smaller glasses, water down fruit juices, flavor water with lemon, lime, orange, strawberry or cucumber slices.

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Nutrition Education

- There are several traditional foods like tortillas or arepas that can be eaten with lean meats, beans and veggies. Encourage them to put more veggies inside or on top of them.
- Teach them about My Plate and Portion Control with food models and real serving utensils, plates, glasses, etc.
- Teach them about Reading the Label and Sugar in Drinks.

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Latin-American Food



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Learning more about Hispanics

Information about Hispanics
<https://salud-america.org/>
<http://www.saludtoday.com/blog/>

Partner with local agencies, churches and clinics that serve the Hispanic community

Visit local Hispanic markets to learn more about produce, spices, grains, fish and meats.

Reaching out to Hispanics

- Land-Grant universities - Cooperative Extension recognize the importance of reaching out to diverse audiences
- According to U.S. Market research, the best way to reach out to Hispanics is by print media or Facebook.
- Since 2011, Extension Educators from several states write **Enlace Latino**, a Spanish newsletter for families. Available on the OKSTATE - FCS website: <https://extension.okstate.edu/programs/family-and-consumer-sciences/enlace-latino/index.html>

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