



The Colorado Health Foundation™

# Together

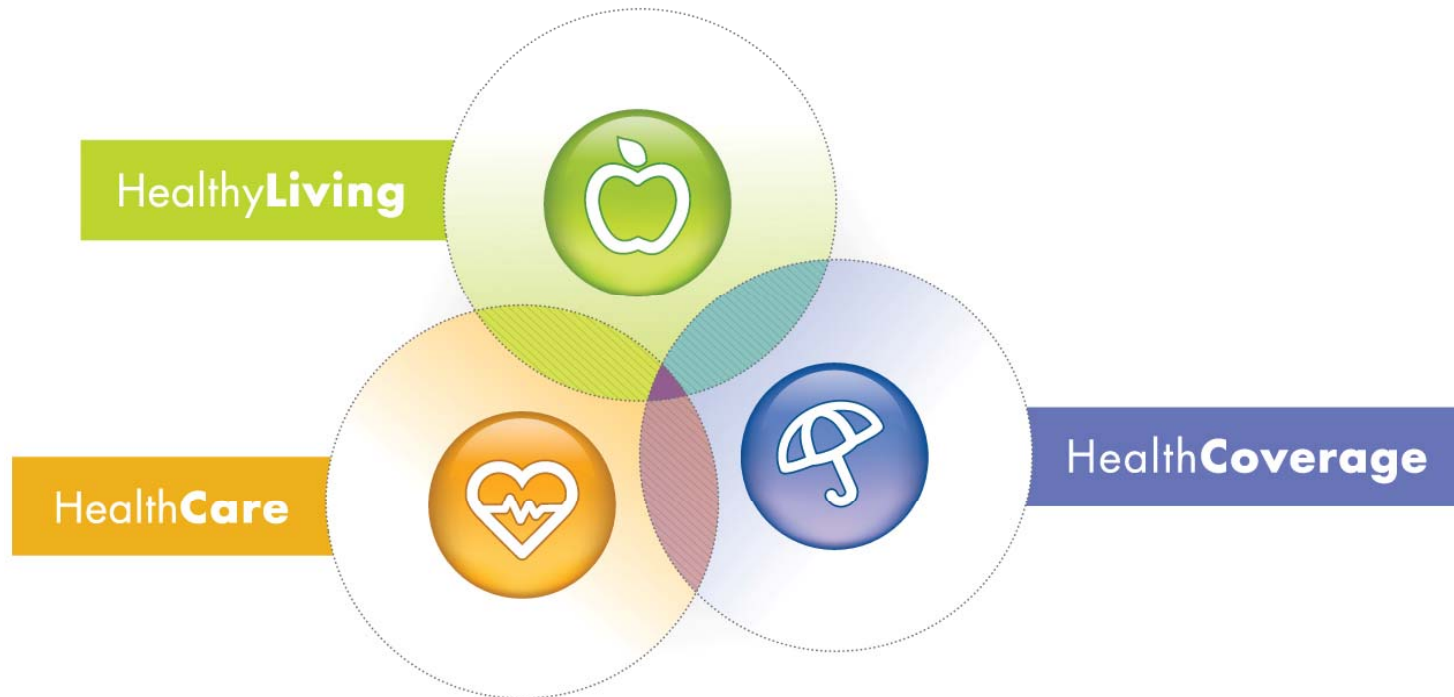
## Latinos and Health Care: Funder Strategies

May 10, 2013



Together, we will make Colorado the healthiest state in the nation.

By investing in our three community outcomes...



we will achieve our measurable results.





## Latinos and Health Care in Colorado: Approaches to Public Education and Engagement

1. Demographics and disparities in Colorado

2. Encrucijada: Sin Salud no Hay Nada

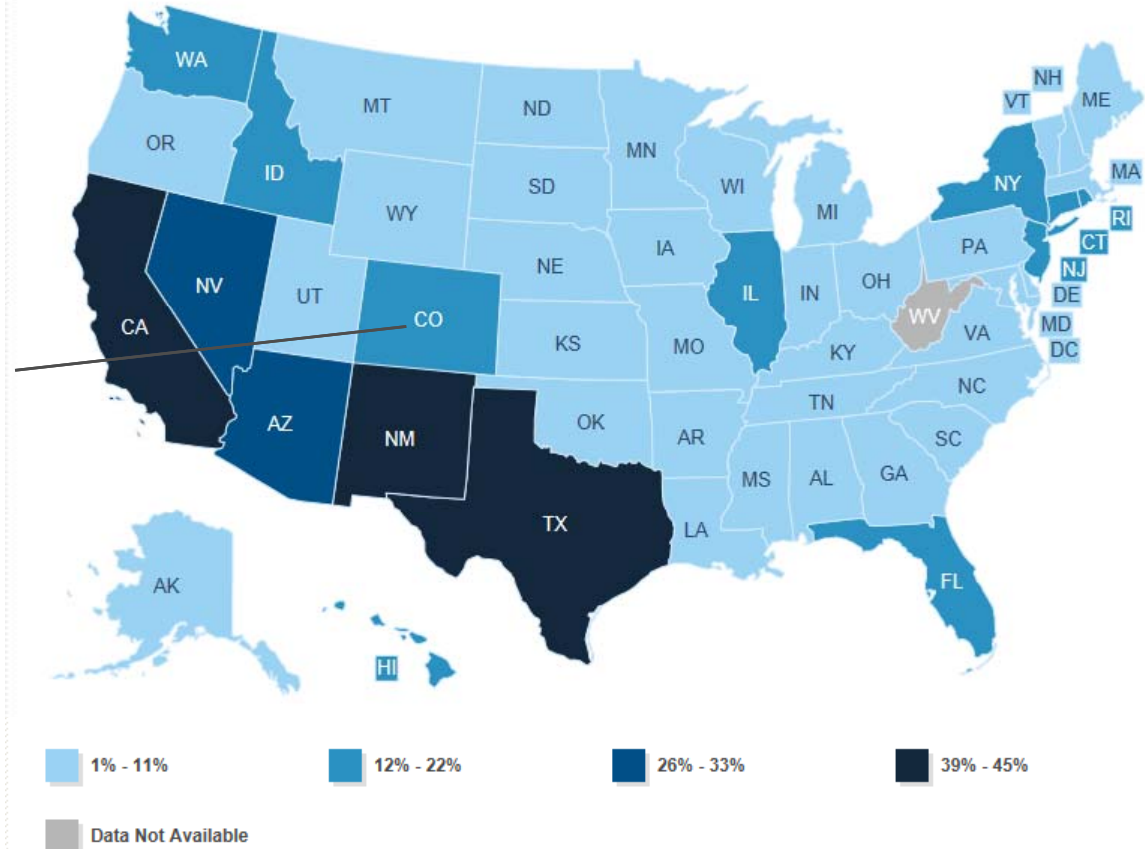
3. Opportunities in health reform

4. Adelante con la Salud



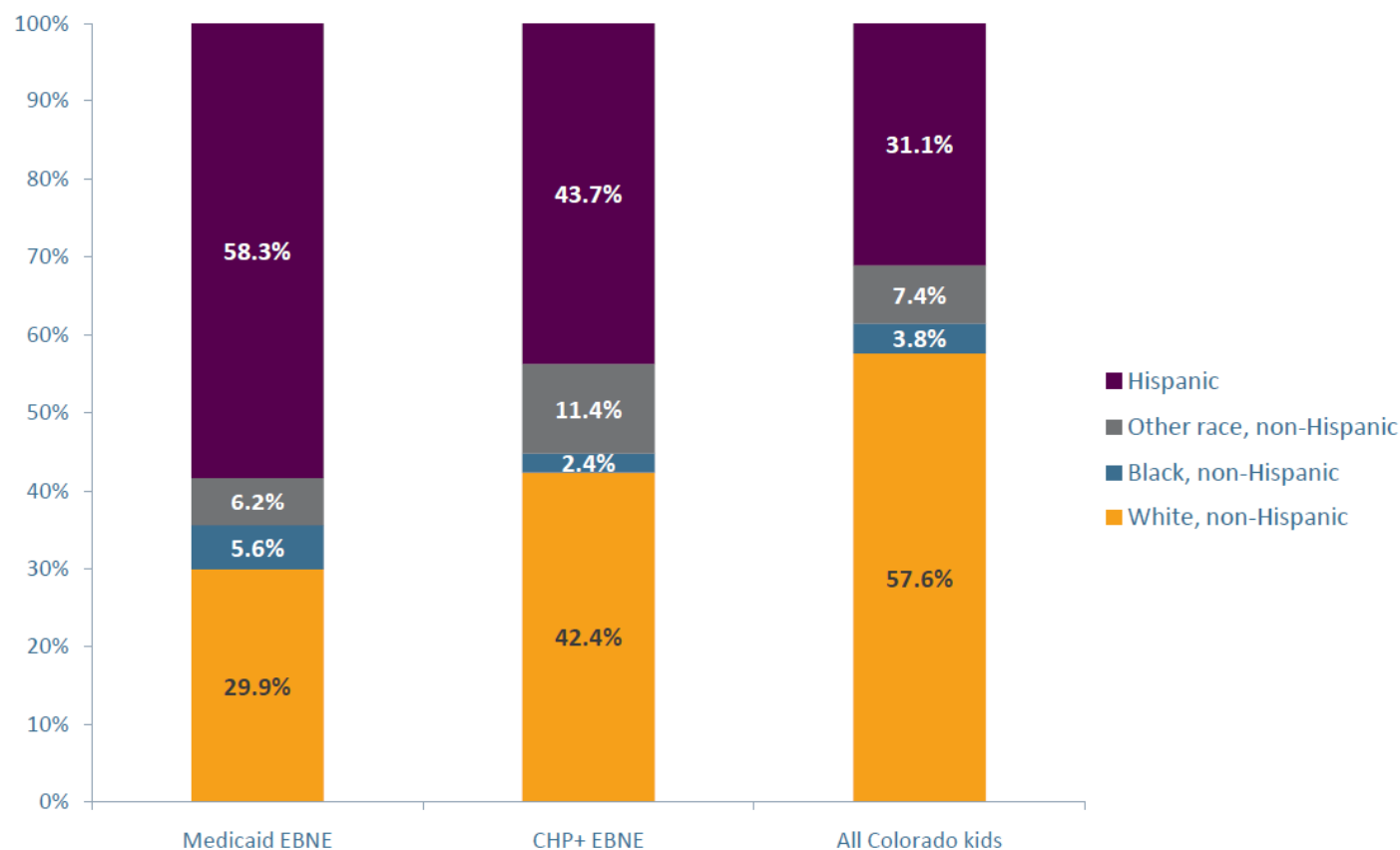
# Distribution of Hispanic Population, 2011

Colorado Population:  
 72 % White  
 19% Hispanic  
 4% Black  
 5% Other





# Children Eligible But Not Enrolled in Medicaid and the Child Health Plan *Plus*



Source: Colorado Health Institute Analysis of the 2011 American Community Survey



## Encrucijada: Sin Salud No Hay Nada

- Series of 12 half-hour episodes broadcast on Univision
- Call center 1-800 line staffed by health promotores
- Evaluation



## Project Goals

1. Increase enrollment of eligible Spanish-speaking Latinos in Medicaid and CHP+
2. Increase health seeking behaviors of Spanish-speaking Latinos
3. Increase the disease management knowledge and behaviors of Spanish-speaking Latinos





## Encrucijada: Sin Salud No Hay Nada

Activity	Cost
Project management	\$ 15,000
Development/production/airing of 12 episodes	\$ 624,000
Travel for filming	\$ 23,000
Consulting (health content of scripts, advisors honoraria)	\$ 17,100
Evaluation	\$150,000
Call Center	\$100,000
Indirect expense (fiscal sponsor)	\$ 54,328
<b>TOTAL</b>	<b>\$983,428</b>





## Evaluation Questions

- What is the impact of *Encrucijada* on Medicaid /CHP+ enrollment?
- What is the impact of *Encrucijada* on viewers' knowledge, attitudes, intentions and behaviors related to seeking health care and changing individual lifestyle health habits?



## Encrucijada's Impact

Changes found in:

- Knowledge
- Disease management behaviors (\*)
- Healthy living behaviors (\*)
- Seeking enrollment in public health insurance (\*)

(\*) Statistically significant change

www.encrucijada.tv

# Encrucijada 2

SIN SALUD NO HAY NADA

E2 | REPARTO | VIDEOBLOG | MEDIA | ENGLISH | VER EPISODIOS





**DOMINGOS**  
5:00 y 10:00 p.m.

SIN SALUD NO HAY NADA. NUEVA TEMPORADA.



**VIERNES Y SABADOS**  
7:00 p.m.

 66 people like this. Sign Up to see what your friends like.

0



Es la primera Telenovela de salud dirigida al mercado Hispano en los Estados Unidos. Encrucijada Sin Salud No Hay Nada centra su mensaje en hábitos para vivir y comer saludable, por medio de personajes con diferentes características y situaciones particulares donde con ejemplos se ofrecen mensajes, opciones y alternativas a problemas reales de salud que aquejan nuestra comunidad.



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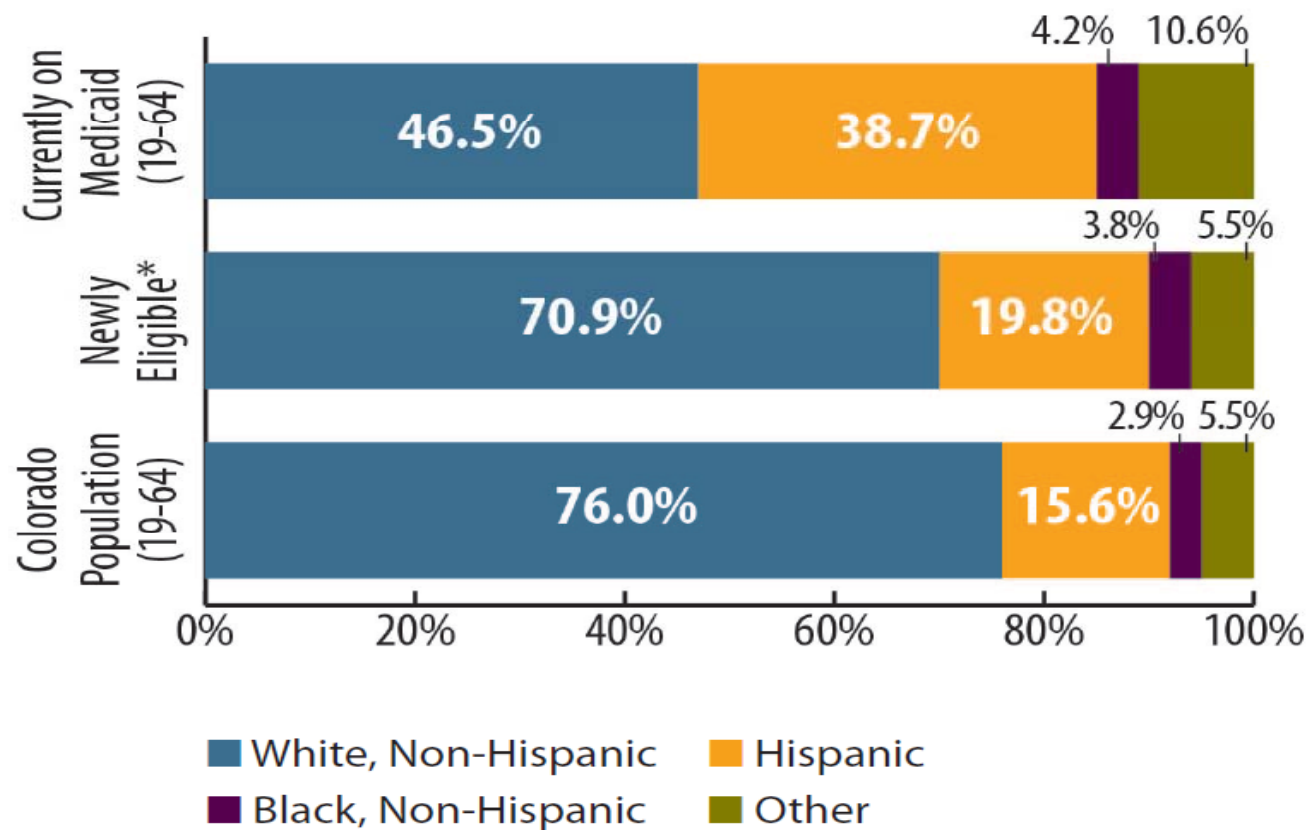




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## Newly Eligible for Medicaid





# Eligibility for Premium Tax Credits

Racial/Ethnic Group	Number in Racial/Ethnic Group Eligible	Racial/Ethnic Group As a Percent of Those Eligible
White, Non-Hispanic	289,080	62.0%
Black, Non-Hispanic	14,080	3.0%
Hispanic	134,210	28.8%
Other*	29,010	6.2%
<b>Total</b>	<b>466,370</b>	<b>100%</b>

**Notes:** Estimates prepared by The Lewin Group for Families USA (methodology available upon request). Data are for those with incomes below 400 percent of the federal poverty level. Numbers may not add due to rounding.

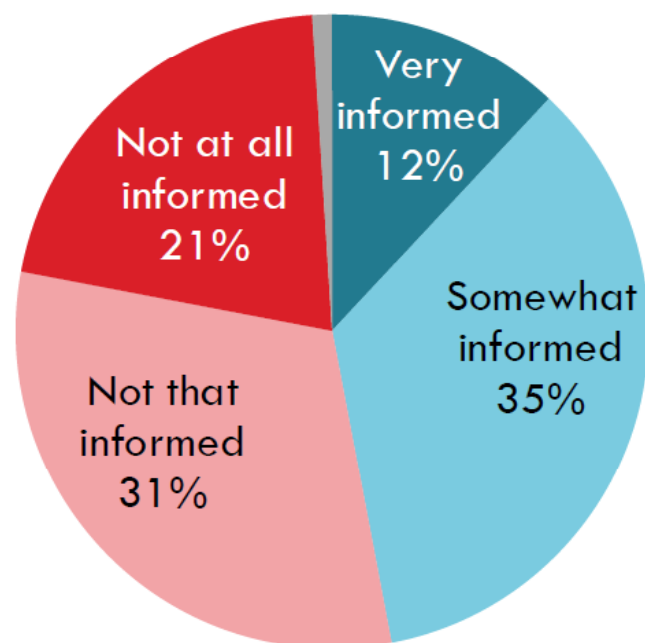
\* The category “other” includes those who identify themselves as American Indian, Aleut or Eskimo, Asian or Pacific Islander, or a member of more than one group.





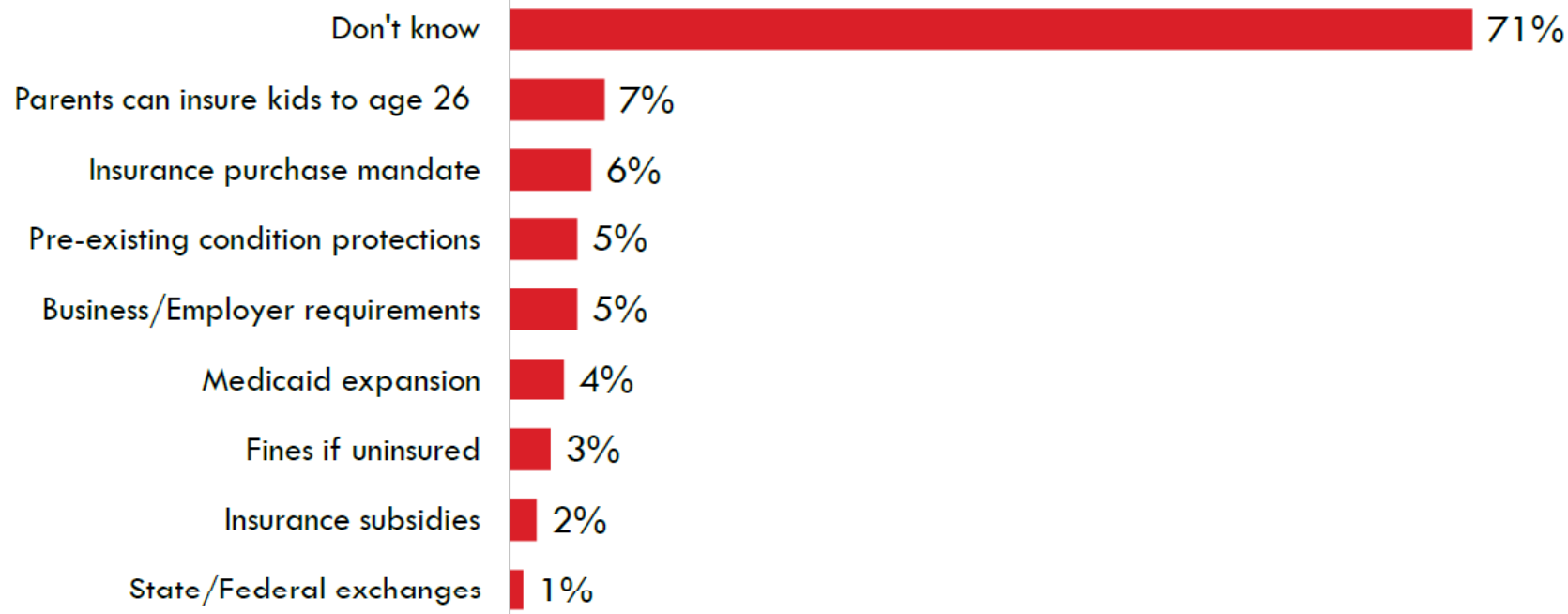
# ACA Awareness

How much do you know about the Affordable Care Act, sometimes called Obamacare?





## Can you name any policies that are part of the new health care law?

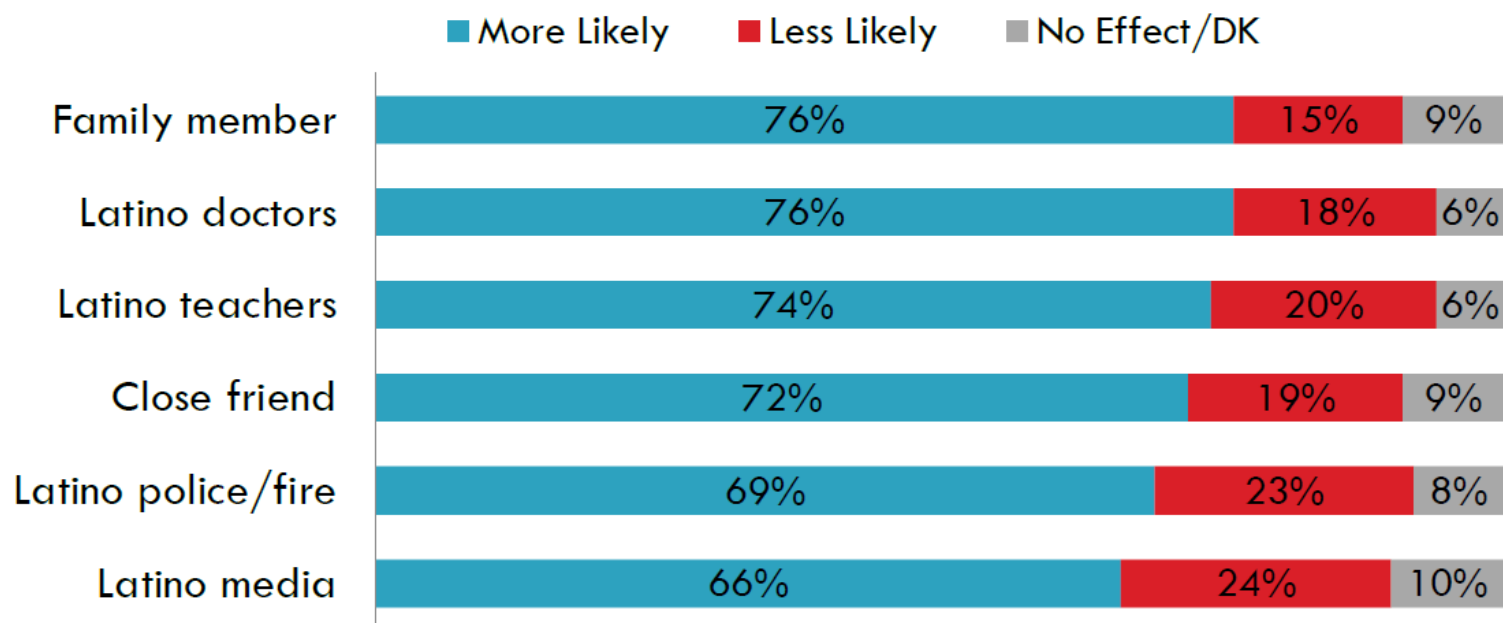






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## Trusted source of information





## Opportunities to Engage

Does this information make you want to learn more about the new ACA or not?

- When read a short prompt with basic information about the ACA, over 80% of Latinos said they wanted to learn more about the ACA
- Top messages were about:
  - Coverage for OB/GYN visits, Women's health exams
  - Coverage for Diabetes, blood pressure, cancer tests
  - Increased diversity in the medical field
  - Tax credits for small business to cover employees

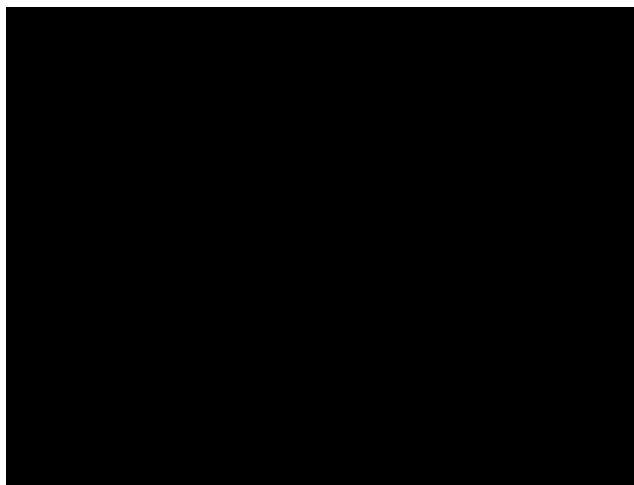


## Adelante con la Salud

- Educational campaign to inform Latinos of ACA benefits
- Partners: Servicios de la Raza, Evolve Communications, consumer advocacy organizations
- Bilingual, statewide effort
- TV, radio and grassroots outreach
- 12-month, \$558,800 grant



# Adelante con la Salud





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# Together

Amy Latham

Portfolio Director, Health Coverage

Colorado Health Foundation

[alatham@coloradohealth.org](mailto:alatham@coloradohealth.org)

303.953.3670