

Need, Opportunities, and Niche: The Role of Foundations in Improving Health for Latinos



GIH Strategy Session
Latinos and Health Care:
Funders Strategy
May 10, 2013

Overview

- About NYSHHealth
- Latinos in the US and New York State
 - Health in the Context of Social Determinants
- Opportunities For Funders: Increase Access & Improve Health
 - The Exchange: Ensuring Coverage for Latinos
 - Role of Navigators and Community Health Workers
 - Preserving the Safety Net
- A Niche for NYSHHealth

About NYSHHealth

- Private, not-for-profit, **statewide** grantmaking foundation focused on **health**
- Mission: Improve the State of New York's health
- Guiding Principles: To have a **tangible**, meaningful **impact**, stay focused and adhere to **clear goals** and **strategies**.
- Our Priority Areas
 - Expanding health care **coverage**
 - Improving **diabetes** prevention
 - Advancing **primary care**
 - Other focus areas:
 - o Veterans' health
 - o Special Projects Fund (SPF)

Latinos in the U.S.

LATINOS IN THE U.S. ARE...



16.3%



OF THE POPULATION



1 IN EVERY 6 INDIVIDUALS



1 IN EVERY 4 CHILDREN

56%

OF THE
POPULATION
GROWTH
FROM
2000 TO 2010

\$1

TRILLION

IN
BUYING
POWER

65.5%	MEXICAN
9.1%	PUERTO RICAN
3.6%	SALVADORAN
3.5%	CUBAN
2.8%	DOMINICAN
2.2%	GUATEMALAN
1.9%	COLOMBIAN

...AND MORE

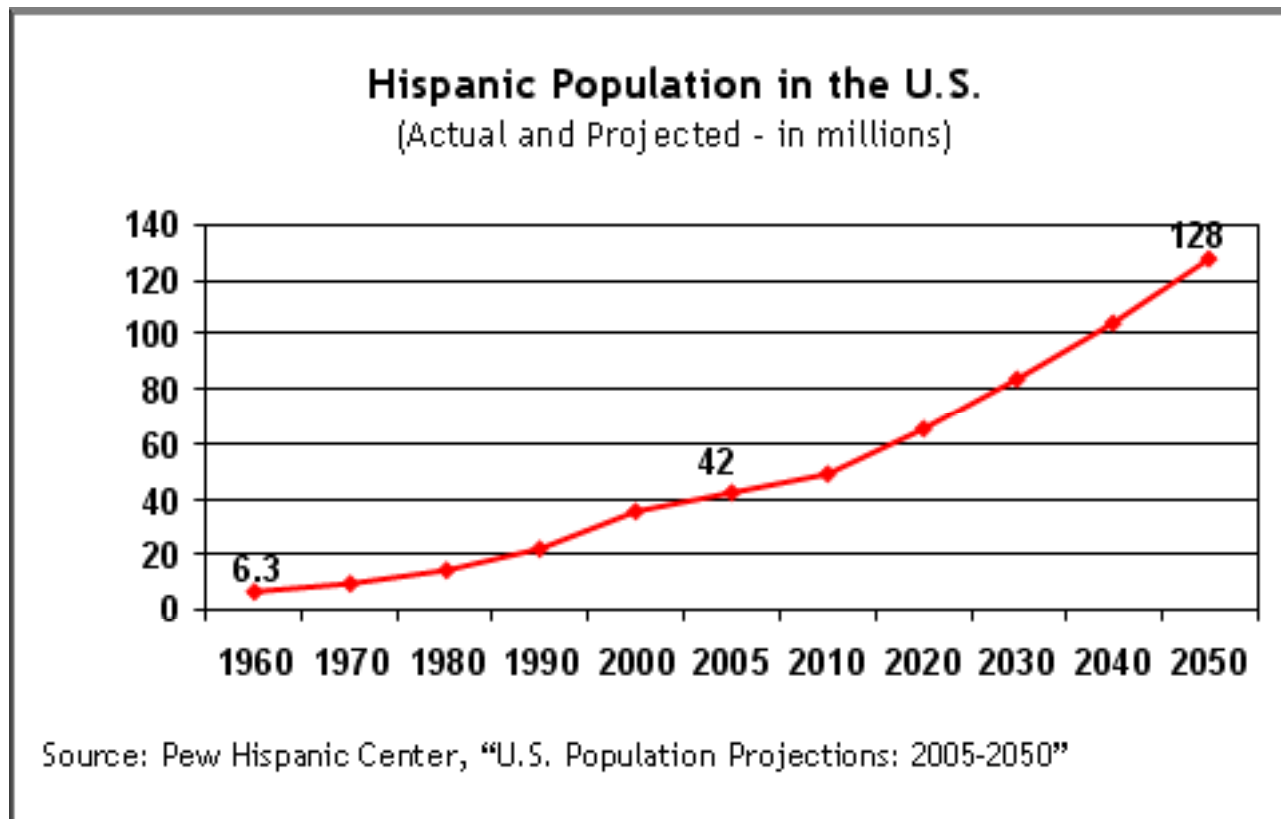


LATINO
BRANDINGPOWER

SOURCES: U.S. CENSUS BUREAU, PEW HISPANIC CENTER, SELIG CENTER FOR ECONOMIC GROWTH | VISIT: WWW.LATINOBRANDINGPOWER.COM

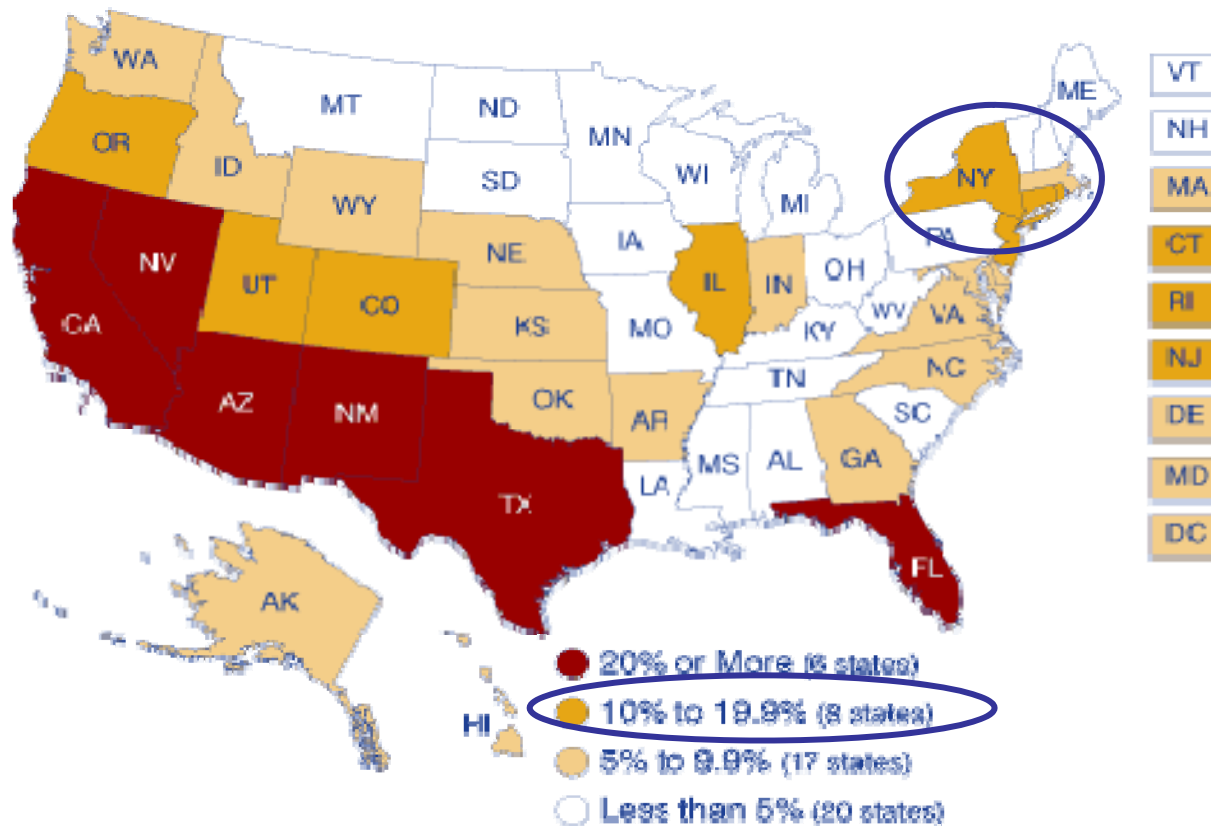
Latinos in the U.S.

And, We are One of the Fastest Growing Ethnicity



Latinos in the U.S.

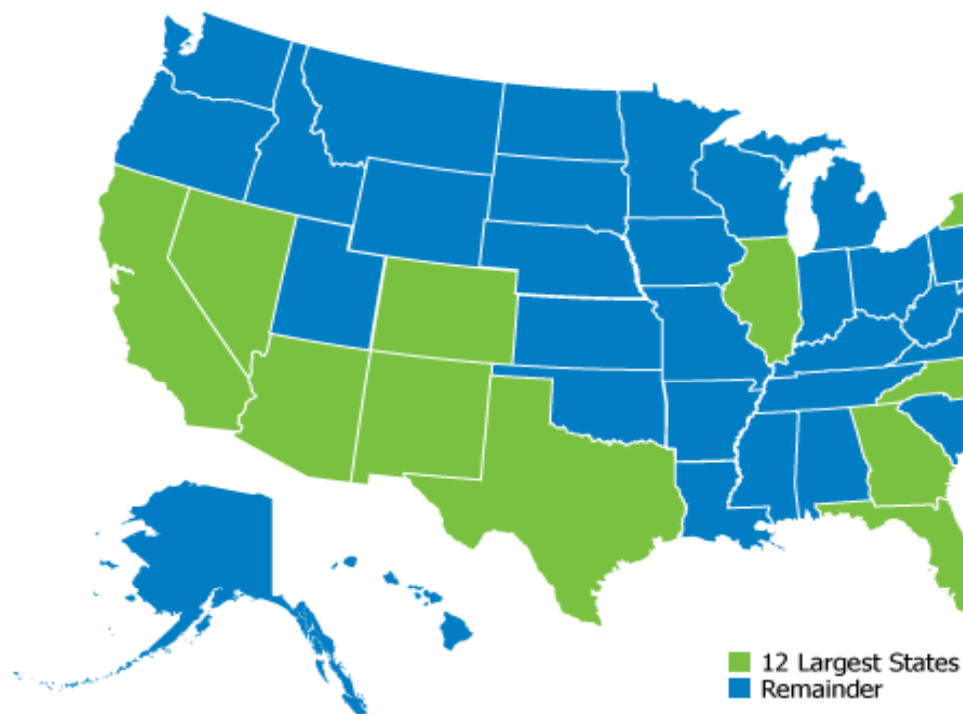
Spread Across the U.S.



Source: IBRC, using U.S. Census Bureau data

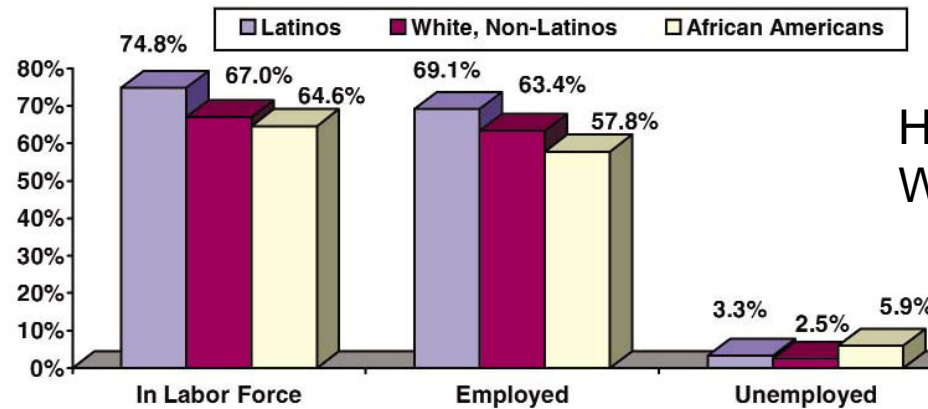
Latinos in the U.S.

Another Perspective: Twelve States With the Most Latinos



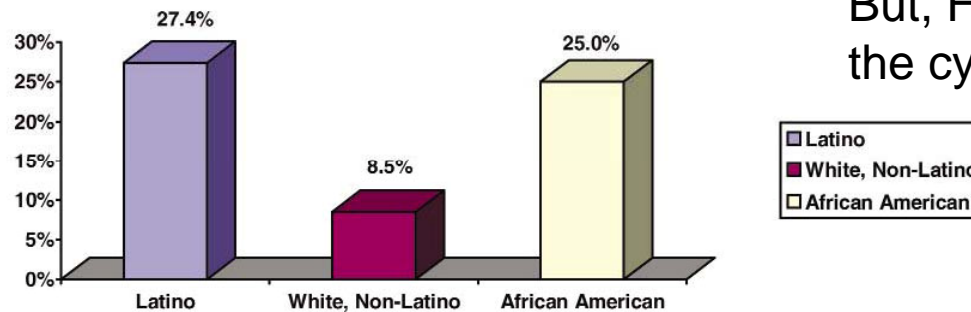
Source: U.S. Census Bureau, 2009 American Community Survey 1-Year Estimates.

Latinos in the U.S.



Hard
Workers....

Percentage of population that lives in poverty



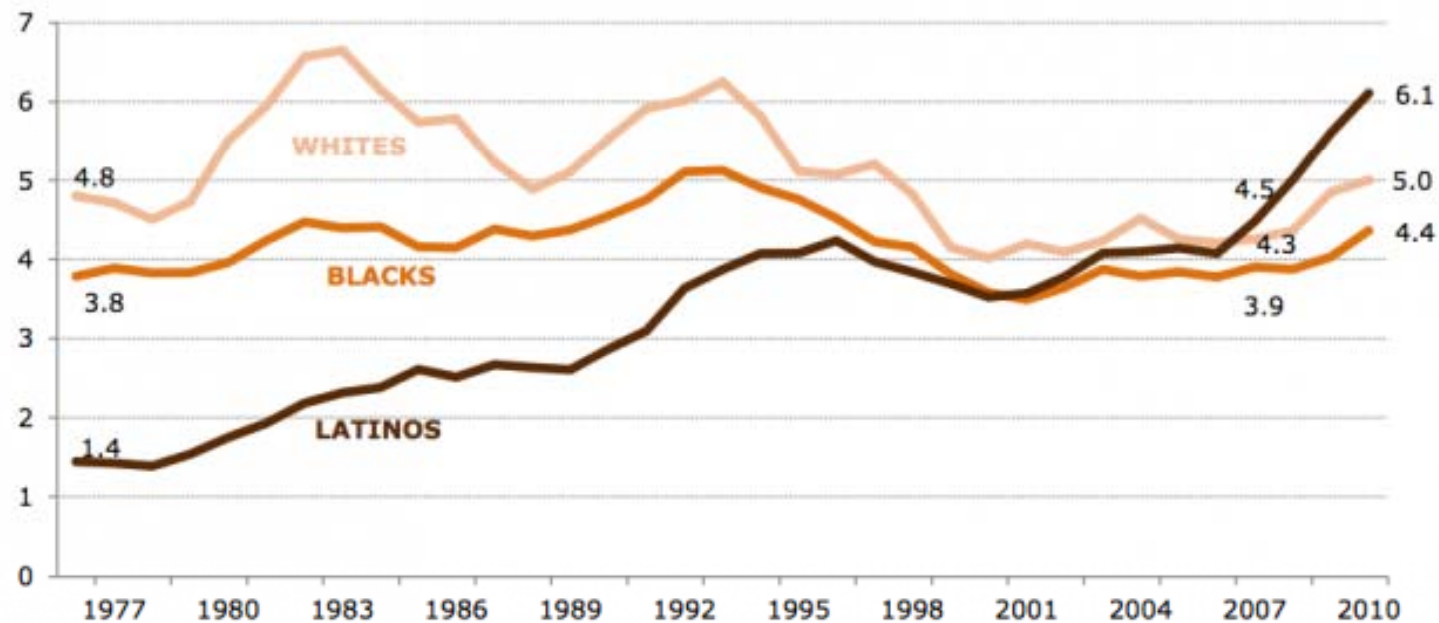
But, Hardly breaking
the cycle of poverty

Source: US Census. Census 2000 Supplementary Survey Summary Tables. Poverty Status in the Past 12 Months by Age

Latinos in the U.S.

Number of Children in Poverty, by Race and Ethnicity, 1976-2010

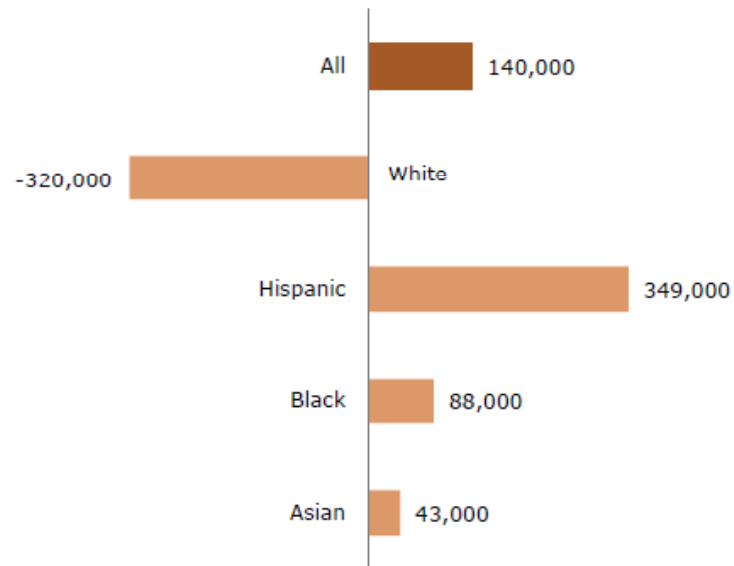
(in millions)



Source: Pew Hispanic Center

Latinos in the U.S.

Figure 1
Change in 18- to 24-Year-Old College Enrollment,
2009-2010



Notes: White includes only non-Hispanic whites. All includes persons of other racial and ethnic groups not separately shown.

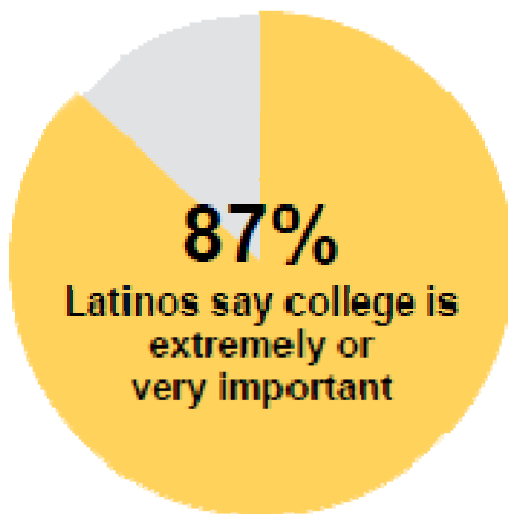
Source: Pew Hispanic Center analysis of the October 2010 Current Population Survey and U.S. Census Bureau, Current Population Survey, 1967 to 2009, <http://www.census.gov/hhes/school/data/cps/historical/index.html>

PEW RESEARCH CENTER

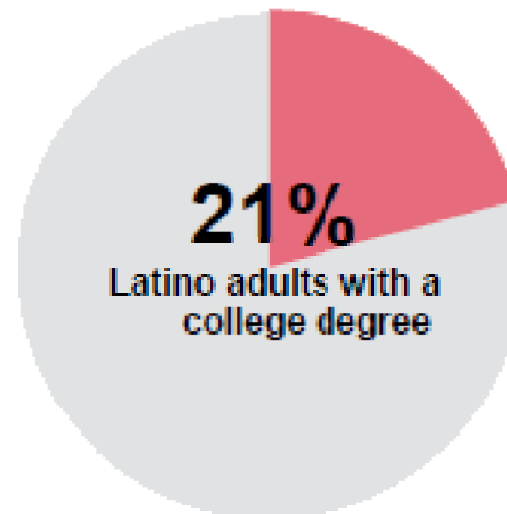
- And, though we are making good progress in educational attainment
- 10 pt gain in HS graduation rates and largest increase in college enrollment compared to other groups

Latinos in the U.S.

There are still some significant barriers to accomplishing educational goals

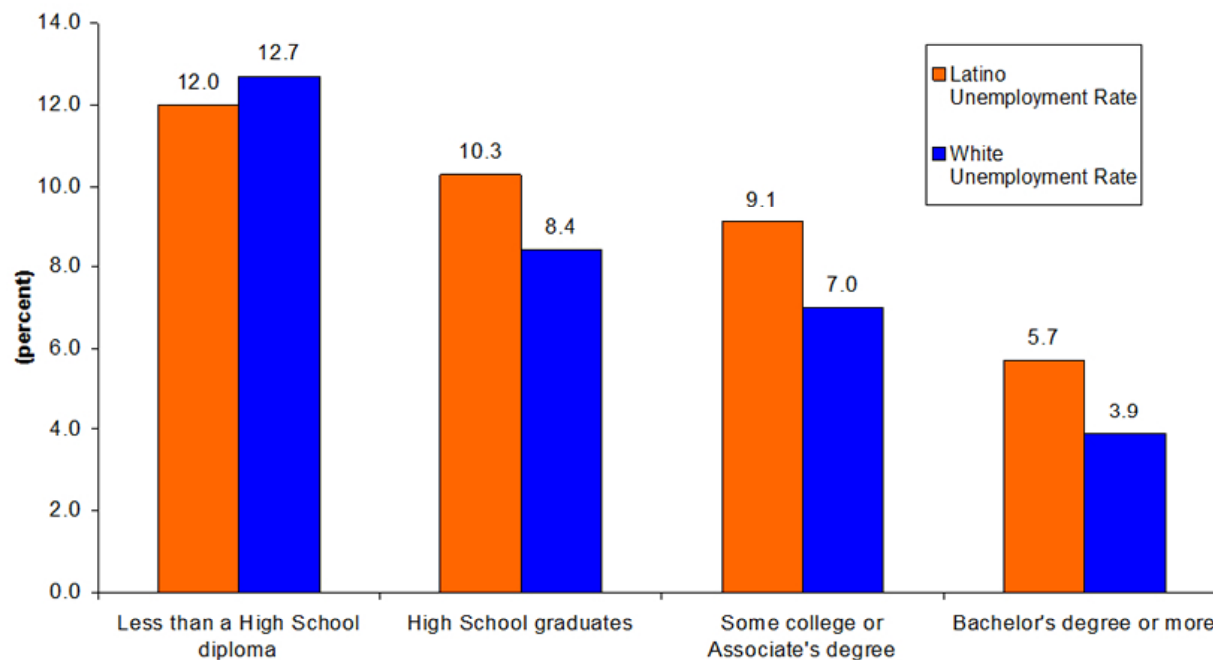


BUT ONLY



Latinos in the U.S.

And, there is inverse correlation between education and employment opportunities



Unemployment Rate by Educational Attainment, 2011 Annual Average (Persons 25 years and older)

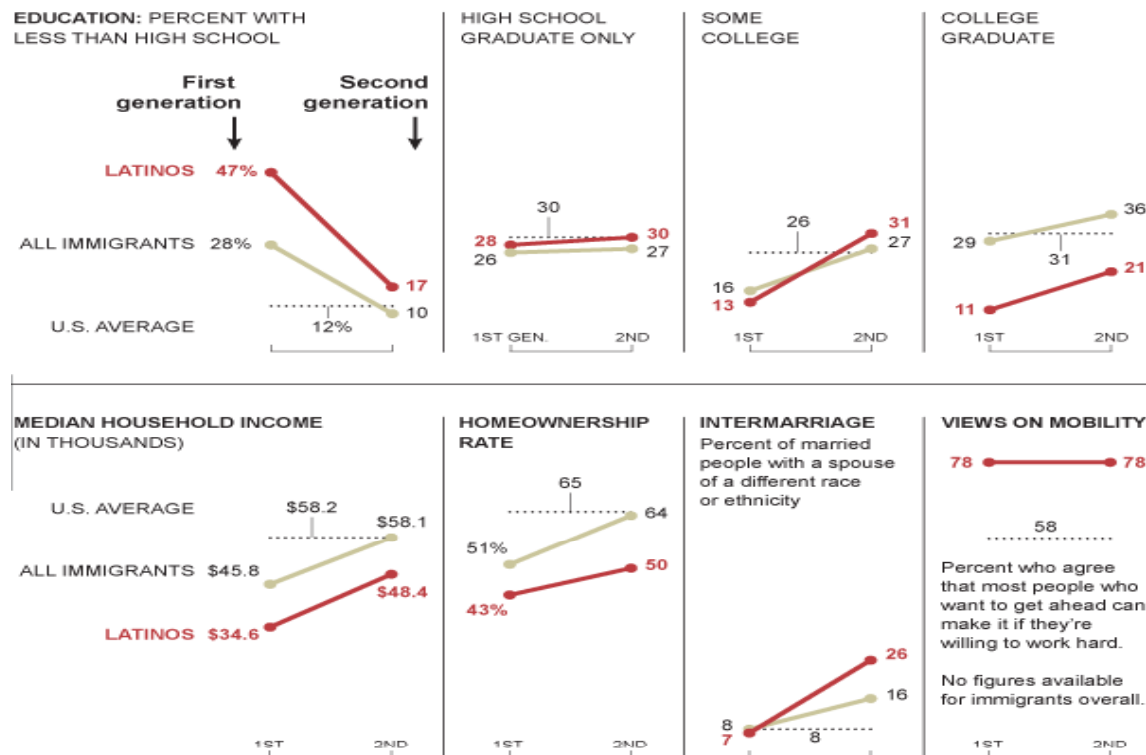
Source: Bureau of Labor Statistics, Current Population Survey

Latinos in the U.S.

There is hope for 2nd (and future) generation

Comparing Generations

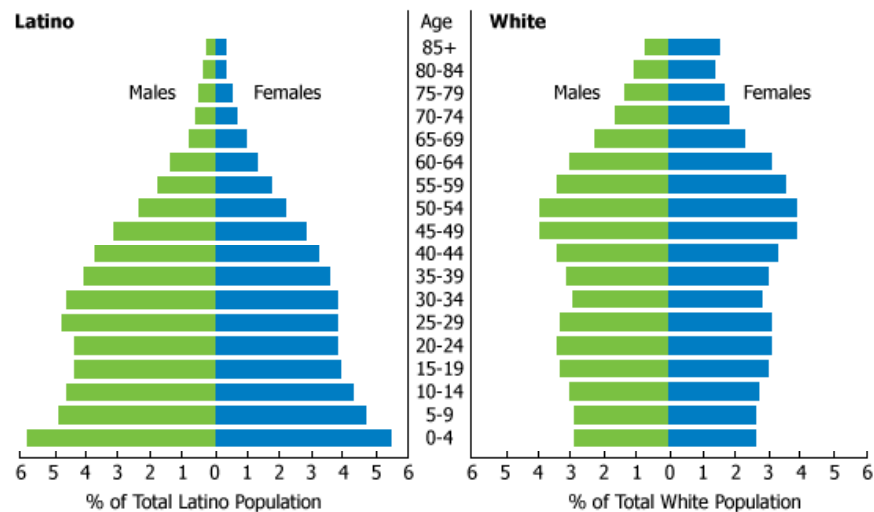
Snapshots of first- and second-generation immigrants, showing gaps in their status. Both groups were surveyed between 2010 and 2012.



Note: Education figures are for adults 25 and older; second-generation immigrants are defined as adult children of immigrants.

Latinos in the U.S.

We are a younger population



Age-Sex Pyramids for Latinos and Whites in the U.S., 2009

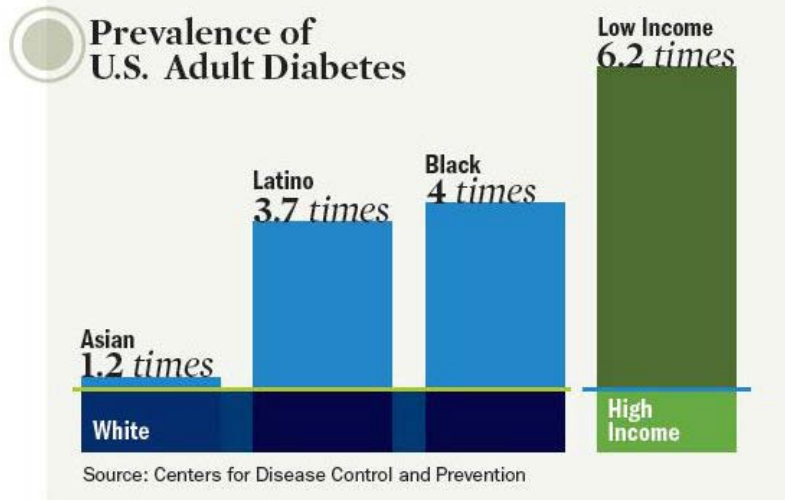
Source: 2009 American Community Survey Sample.



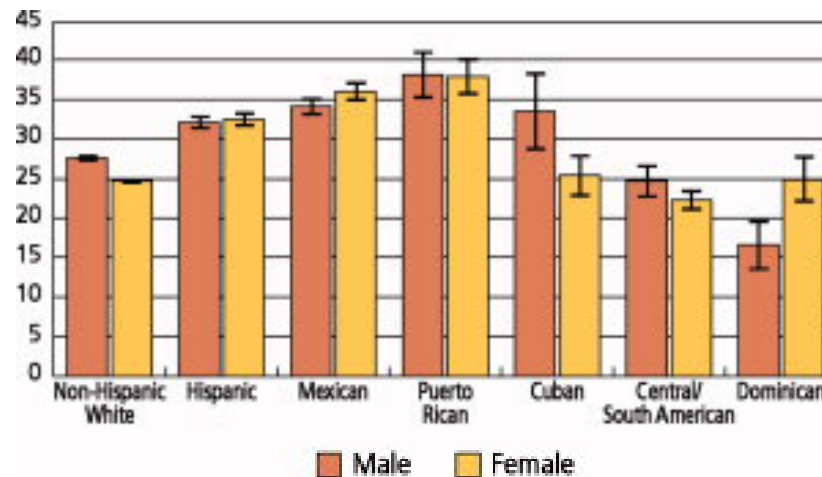
Health in the Context of Social Determinants

- 16% of the population—growing at a very fast rate
- Relatively young group
 - median age is 27 vs. 37 general population
- Working but poverty rates on the rise
 - Nearly 1 out of 3 kids living in poverty
- Making strides in education but still lagging behind
 - 64% with HS diploma vs. 92% non Latino white;
 - 21% college degree vs. 34% non Latino white
- So now lets take a look at health status

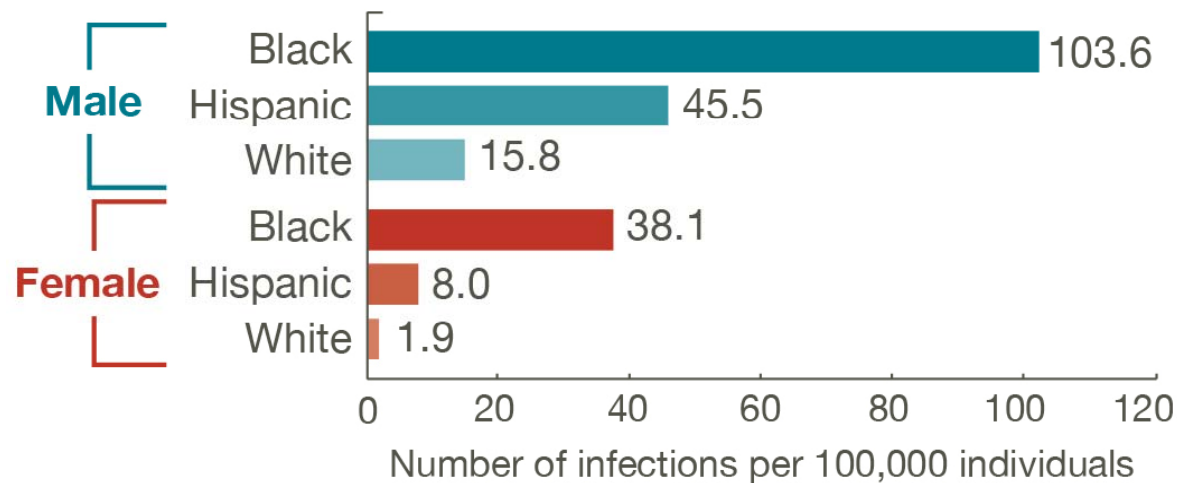
Latinos in the U.S.: Our Health Status



Obesity in Adults by Ethnicity and Sex, United States, 2009 Through 2010.

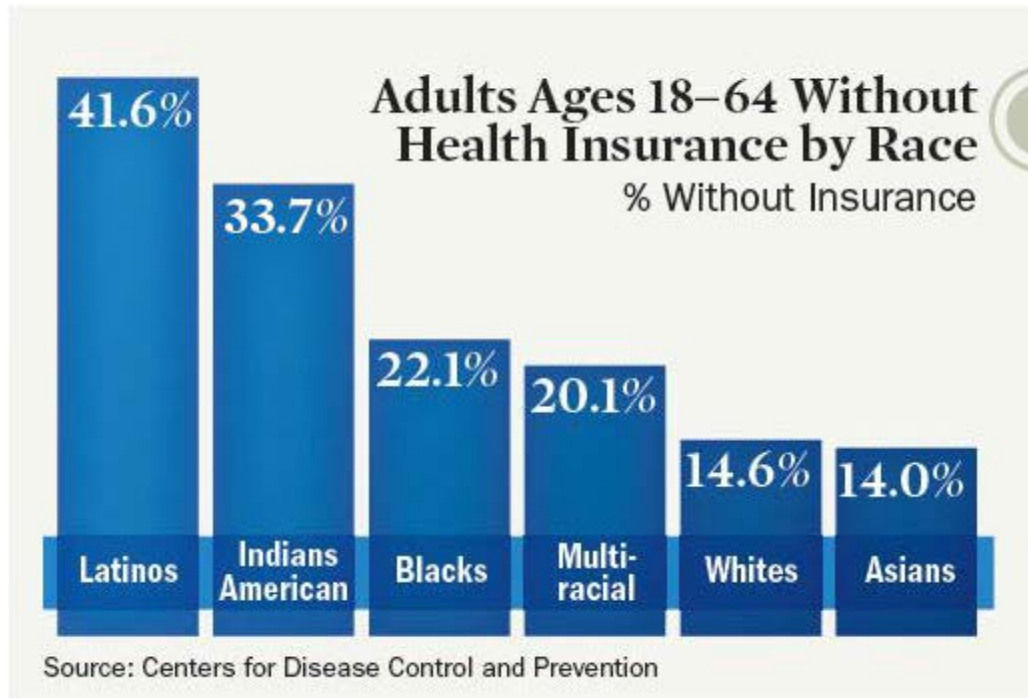


Estimated Rate of New HIV Infections, 2010



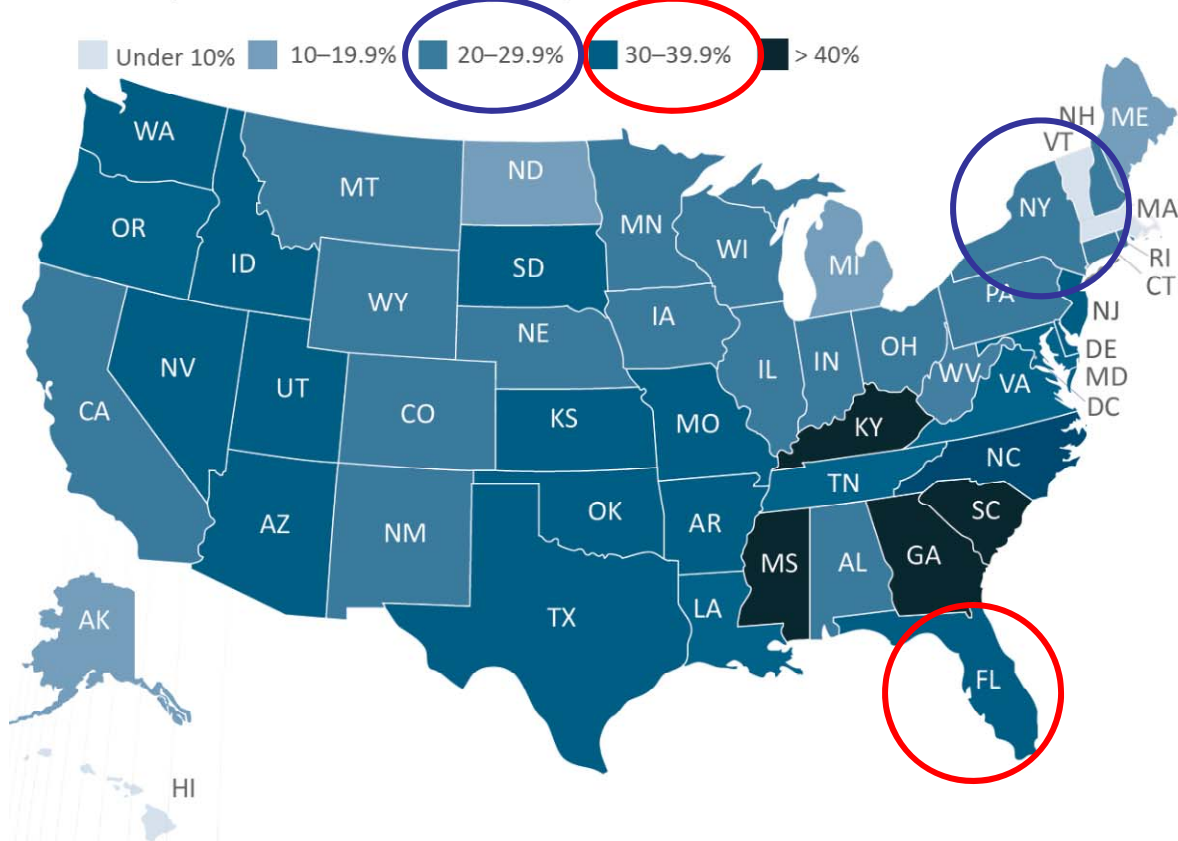
Latinos in the U.S.: Uninsurance Rates

One timely opportunity for change



Latinos in the U.S.: Uninsurance Rates

U.S. Hispanic Uninsurance Rate by State, 2008–2010

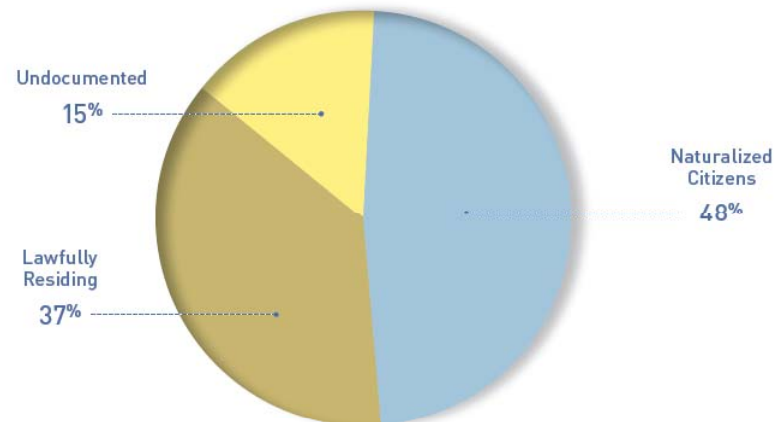


Source: NCLR calculation using U.S. Census Bureau, "Current Population Survey (CPS) Table Creator," 2008, 2009, and 2010 Annual Social and Economic Supplement, http://www.census.gov/hhes/www/cpstc/cps_table_creator.html (accessed June 2012).

NYSHHealth: A funders strategy

- **Focus on Opportunities**
 - Not everyone is undocumented
 - 4.3 Million immigrants
 - 2.2 Million are naturalized citizens
 - 1.4 are lawfully residing
 - 625,000 are undocumented

FIGURE 1. New York Immigrant Population by Immigration Status 2010



SOURCES:
<http://www.migrationinformation.org/DataHub/state.cfm?ID=NY#3>
<http://www.pewhispanic.org/2011/02/01/unauthorized-immigrant-population-brnational-and-state-trends-2010/>

NYSHHealth: A funders strategy

- **Identify Barriers to Coverage**

- Health Insurance and Immigrants: Obstacles to Enrollment and Recommendations, NYIC, 2010
- Policies to Maximize Immigrants Enrollments in Existing and Prospective Insurance Programs, CIDNY, 2011



- **Identify Recommendations**

- Intensify efforts to communicate with immigrants in their own languages
- Ensure that linguistically and culturally competent outreach workers and navigators are trained
- Recognize that creative co-marketing with community programs can enhance enrollment



- **Leverage Role to Inform Policy & Convene Decision Makers**

NYSHealth: A funders strategy

- **Invest in Knowing your Audience**
 - Mutual Responsibility: A Study of Uninsured Immigrants' Perspectives on Health Insurance in NYC, UHF, 2010
- **Kaiser Family Foundation**



- **NYSHealth to invest in \$2 Million in targeted marketing**

NYSHHealth: A funders strategy

- **Demystifying Health Care and Insurance: Investing in CHWs and Communicating with Messages that Resonate**

- **Promotoras de Salud, Ibero-American Action League**

- Program to encourage better use and understand health care system among Latinos
- Provided educational workshops, transportation, interpretation, and patient navigation services for Latinos at local CBO



- **Promotoras Reach into the Community, MRNY**

- Trained “Promotoras” in CBOs in NYC and Long Island

- **Strengthen the Capacity of Immigrant Organizations to link Uninsured Immigrants to Insurance and Primary Care, NYIC**

- Partnership with 10 immigrant community groups in a multilingual outreach and education campaign to demystify health care and insurance



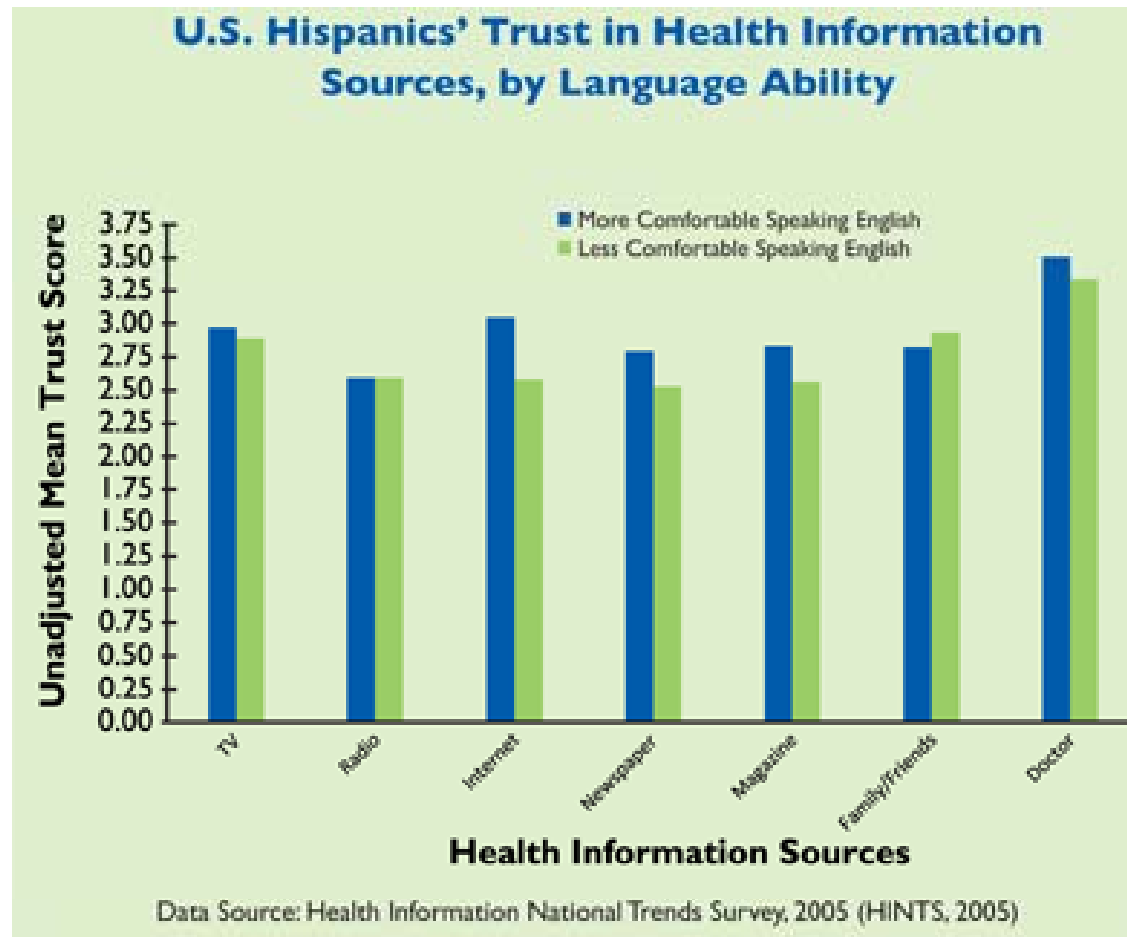
There are other approaches that can work: Just need to know your audience

U.S. Latinos online: yesterday, today and tomorrow



Source: eMarketer, March 2010. Leading sources used: comScore, Nielsen, Pew Research Center, NTIA and Census.

There are other approaches that can work: Just need to know your audience



Maximizing Health Care Reform for Immigrants

- Maximizing Health Care reform for New York's Immigrants, NYIC & Empire Justice Center, 2013

Recommendations:

- o Shape NYS' eligibility classification to ensure the broadest possible inclusion of immigrants under the ACA
 - o Continue to provide State funded Medicaid program for PROCUL (persons who are Permanently Residing Under Color of Law)
- o Develop mechanisms for verifying citizenship and immigration status while protecting confidentiality and due process
- o Help undocumented populations can take advantage of SHOP
 - o (five or less employees buy into the small business exchange)
- o Secure the safety net and charity care programs

NYSHealth: A funders strategy

- Objective:
 - Advance primary care in New York State
- Strategies:
 - Expand primary care access and capacity
 - Encourage new approaches to primary care delivery for high-need populations
 - Promote payment reform

NYSHHealth: A funders strategy

- Helped secure \$25.6 in federal funds for new access points
- Directly supporting 16 health centers to serve more patients and provide more services
 - Including mergers and consolidations of FQHCs and Non-FQHCs
- Supporting medical home, health home, and behavioral health-primary care integration demos
- Building consensus for payment reform and supporting demonstrations to move past fee-for-service



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