



Culturally Integrative Services for Latino Families



A Family Centered
approach when serving
Latino populations

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By 2030 in Colorado, one in five adults 65+ will be Latino

- By definition, Latino refers to a person who was born or lives in South America, Central America, Mexico *or a person in the U.S. whose family is originally from South America, Central America or Mexico.*
- “Hispanic” is a broader term that also includes Spaniards.
- Latino, Chicano, Mexican-American – generational preferences
- Latino is not a race. Latinos may be of any race, and many are of mixed race. There are many subgroups of Latinos, depending largely on their national origins.
- The U.S. has the second largest Latino population in the world, following Mexico.
- There will be a 154 % increase in the overall Latino population in Colorado between 2015 and 2030 – approximately a 50% increase in the Latino population every 5 years (according to the Colorado State Demographers office)



Latino Cultural Characteristics

- In any discussion of cultural characteristics, there is always a risk of reinforcing stereotypes and looking at entire groups through a narrow lens.
- Even Latinos who are strongly acculturated to mainstream American attitudes may retain certain values, beliefs and behaviors passed down through generations.
- **Familismo:** Family is the center of every Latino's life. Loyalty to family members instills a deep sense of responsibility for each other's health and well-being. Intergenerational family gatherings are the primary form of socializing for Latinos.



Family-Centered Approach

- **Acknowledgement** - Recognizes family as a critical safety net within the community
- **Asset-based Framework** - Intergenerational family life; cultural heritage; a strong sense of communal responsibility; a cooperative
- **Programs and services** - Investments in the social, cultural and economic well-being of entire families and the broader community
- **Advocacy** - Supports families, communities and providers to become involved in advocating for better practices, systems and policies
- **Making a Shift** - We seek to change the flow of services and supports in current systems to focus on a more family-centered approach when serving Latino populations; from a “power-over” to a “power-with” paradigm



Components of Cultural Responsiveness

- Acknowledge that no one is free of stereotypes, biases and prejudices. We are hard-wired in the primitive part of our brain to make choices that allow us to survive, especially when we encounter stress.
- Ability to interact effectively with people who come from different backgrounds than our own
- Able to use cultural generalizations appropriately without losing sight of the individual consumer and the family



Building Trust – Whose Job is it?

- The basis of every effective provider-consumer interaction is **trust**.
- Cultural Relevance - create an environment where Latino families feel welcomed, understood and where a relationship can be built.

Trust is a two-way street.

Create an Environment of Trust:

- Openness, honesty and a willingness to learn will facilitate understanding.

vs.

A climate of tension and resentment

- Judgment, avoidance and a climate of “political correctness”



What Works?

- Trained Staff
 - Data
 - Networks
 - Go to them
- Use of technology
- Acknowledgement of the important role of family
- Be willing to change – not what you do but how you do it!!





Muchisimas Gracias!

