



Working Collaboratively with Latino Communities: Strategies and Opportunities

Konane M. Martínez
Health Projects Coordinator
National Latino Research Center (NLRC)
California State University, San Marcos
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Overview

- ❑ Latino communities in California
- ❑ Demographic Trends
- ❑ Outreach Strategies
- ❑ Working Collaboratively with Latino Communities



Diversity in California

California is one of the nation's first "new societies"--a society in which no racial or ethnic group predominates. With 34 million people, California is not only the nation's most populous state; it is also the most diverse... No other state--and no other country--has the range of races, ethnicities, languages, and cultures that characterize California today.

Dr. Richard C. Atkinson,
President, University of California System (2001)



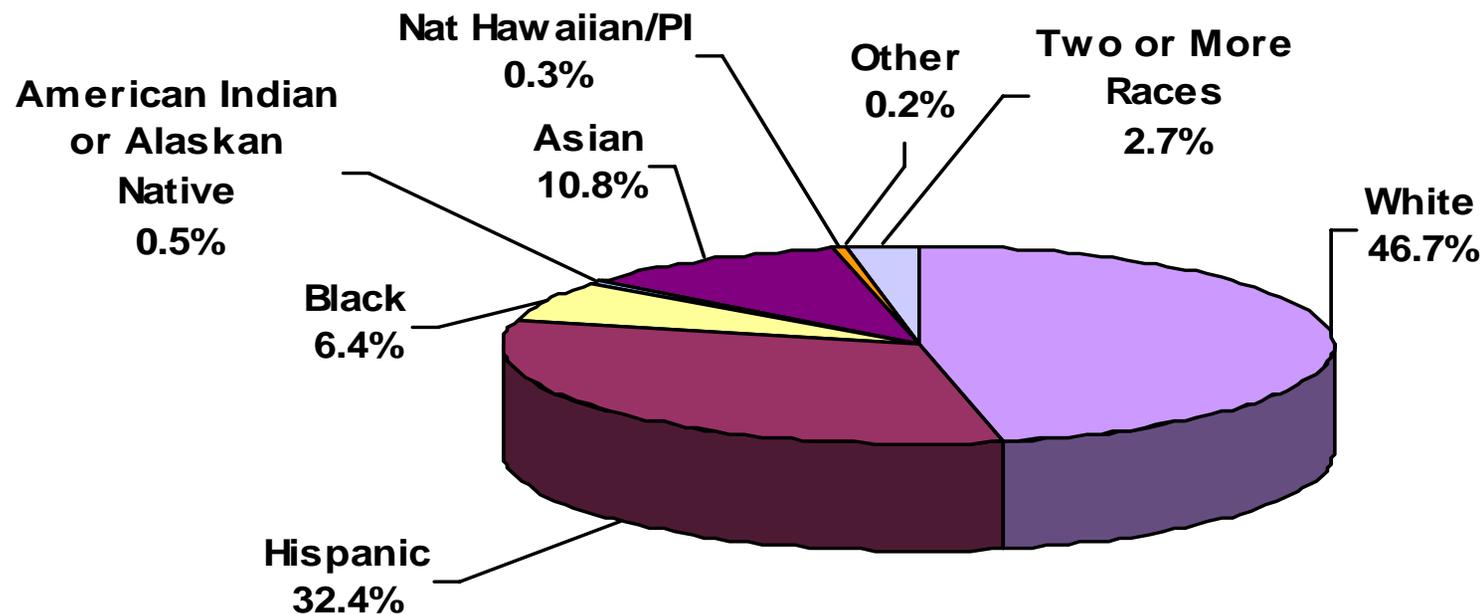
Why are Latinos in California important?

- ❑ Latinos comprise the fastest growing ethnic group in the U.S.
- ❑ Latinos share similar demographic patterns.
- ❑ Although sharing demographic patterns, Latinos also display diversity among ethnic subgroups.
- ❑ Latinos show economic progress as a group
 - Latinos represent a \$630 billion U.S. market.
 - Since 1990 Latino purchasing power increased by almost 300%.
- ❑ Nonetheless, Latinos face unique problems
 - Disparities in income/poverty, educational attainment, housing, and access to health care.



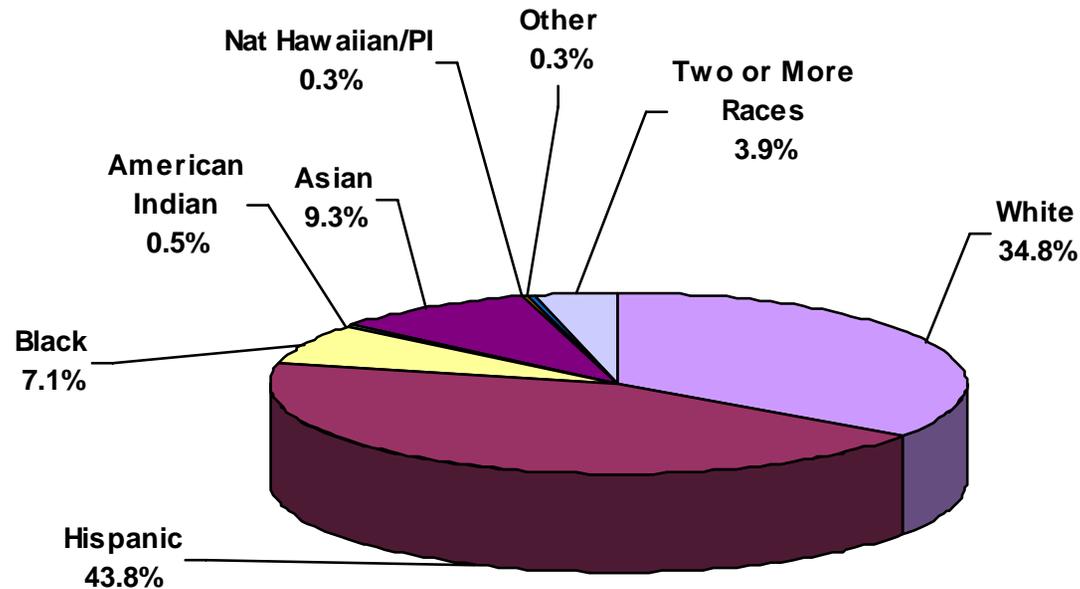
California Population by Ethnicity (Census, 2000)

- California is a pluralistic state.
- Latinos comprise the second largest ethnic group in California.



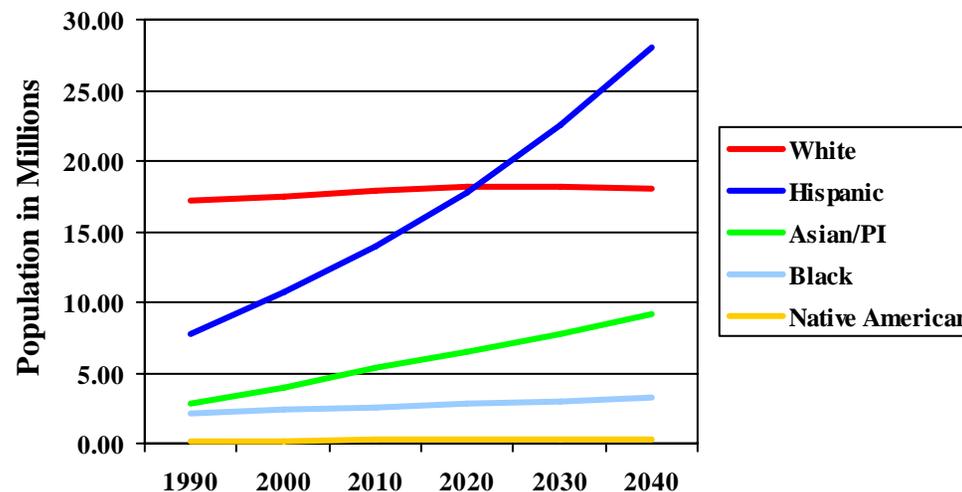
California Youth Population by Ethnicity (Census, 2000)

- Latino youth comprise the largest ethnic group among persons under 18 years of age in California (Census, 2000).



California Population Estimates by Ethnicity (Census, 2000)

- By 2030, Latinos are expected to become the largest ethnic group in California (Census, 2000).





Socio-economic profile of Latinos (Census, 2000)

- ❑ Latino population is growing.
- ❑ Latino population is young.
- ❑ Most Latinos are non-citizens but many foreign born Latinos become naturalized citizens.
- ❑ Latino incomes are rising but still below the norm.
- ❑ Latino children and families show disproportionate rates of poverty.
- ❑ Latino educational attainment is improving but still behind other ethnic group.
- ❑ Latinos are more frequently employed in service, production, or sales occupations and less represented in government positions.
- ❑ Latino home ownership is increasing but still below the general population.
- ❑ Latino children and families are underinsured.



Special considerations

- Immigration Status
- Language
- Mixed Immigration Status
- Cultural Competency
- Socio-Economic status

Used Oil Recycling Focus Groups

□ Barriers

- Information about where to recycle
- Inadequate education on the importance of recycling
- Unfriendly or monolingual staff at recycling sites
- Apartment buildings make the process difficult

□ Opportunities

- Culture of conservation is brought from Mexico
- Are willing to participate if giving information and access to services
- Willing to help seek out solutions- (ie. Working with apartment owners and city to encourage the practice)

Outreach Strategies

- Research
 - Key Informant
 - Informal interviews
 - Home Visits
- Messages
 - Radio/TV
 - Networks

Working Collaboratively with Latino Communities

- Interest in Seeking Solutions
- Access to information and Resources
 - Work through Networks
 - Home town associations
 - Less formal networks of families and “pueblos” of origin
- Work with previously formed groups (schools, clinics)



Contact information

Konane M. Martínez

National Latino Research Center

California State University San Marcos

333 S. Twin Oaks Valley Road

San Marcos, CA 92096-0001

Tel: 760.750.3503

Fax: 760.750.3510

www.csusm.edu/nlrc