

Celebrating Strengths & Meeting Needs of Latino Communities

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Mission

To equip communities to use knowledge and action to promote social and systemic change, leading to improved health outcomes and wellbeing in Latino communities.



Community Based Participatory Research (CBPR)

Community-directed approach

- Rooted in the community
- Conducted WITH community
- Equitable partnership
- Build on existing community strengths
- Results in culturally competent and tailored project for specific group



Community Advisory Boards

- Representative of community
- Equitable partnership
 - Shared decision making
- Advise on study design, implementation, and dissemination
 - Question development, survey translation, and participant recruitment



Overview of Project

- First comprehensive Latino assessment in North Carolina
- Multiple phases
 - Phase I: electronic survey
- Goal: 5,000 Latino participants by May 2022
- 15 minute, anonymous, electronic survey for NC Latinos, 18 and over
- Emphasis on STRENGTHS



***The future is Latino!
But who are Latinos?***

Take this 15-minute, anonymous survey to help us find out! Tell us about your life experiences, strengths, and needs to help us better serve you, your family, and your community! This survey is for Latinos 18 and older who live in NC.



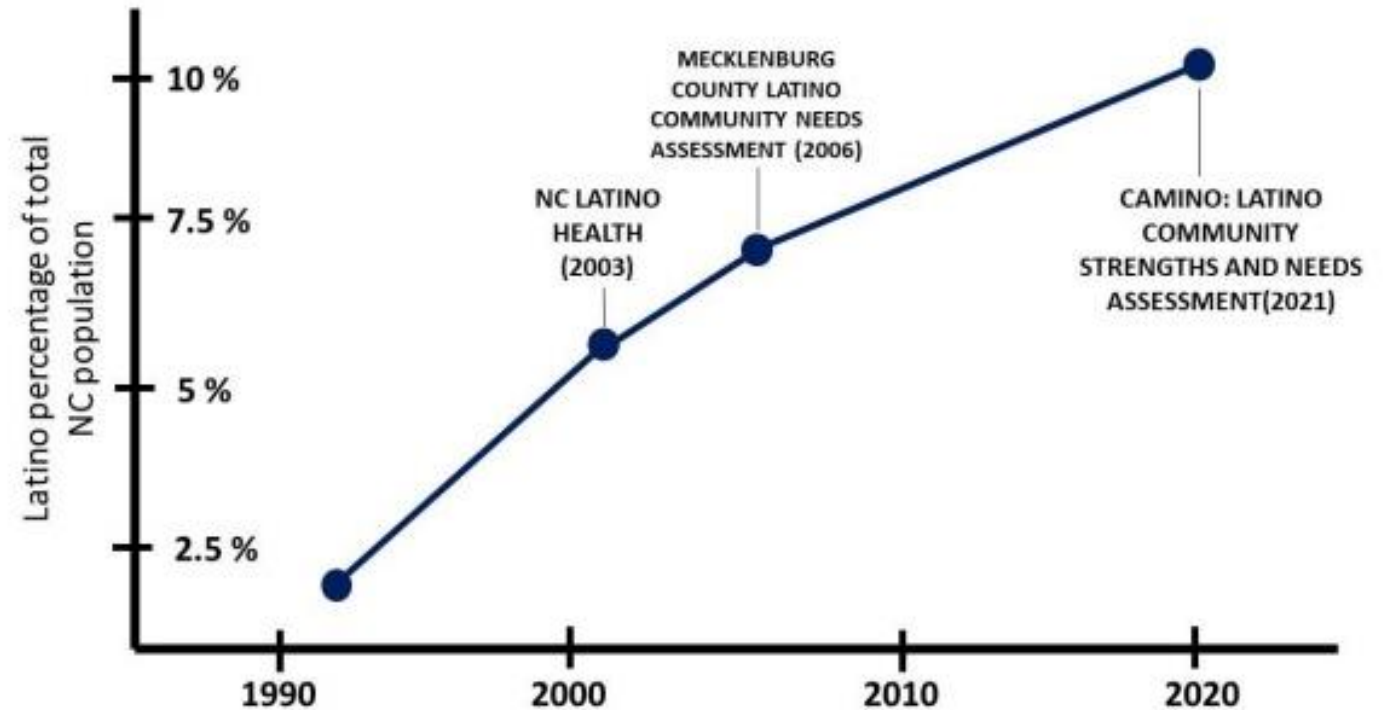
Visit the link, scan the code, or text "CAMINO" to 704.610.6680 to fill out the survey!

For more information about this study, contact lennin@camino.org

www.camino.org/survey

Project Rationale

- No current data that is widely accessible
- NC is one of 12 states with 1 million Latinos
- Results help organizations create or improve programs for Latinos





The Future is Latino!

Data from Leadership NC

45

Median age of non-Latino whites in NC

32

Median age of Latinos in NC

Data from US Census 2020

42

Median age of non-Latino whites in NC

25

Median age of Latinos in NC

Recruitment Strategies

- Snowball Sampling
- Word of mouth
 - Pastors
 - Community Leaders
- Community Partners
- Community Events
- TV
- Radio
- Social Media



Preliminary Results

January 2021 (n=219)

Total Responses as of
TODAY: 402



Residency Status

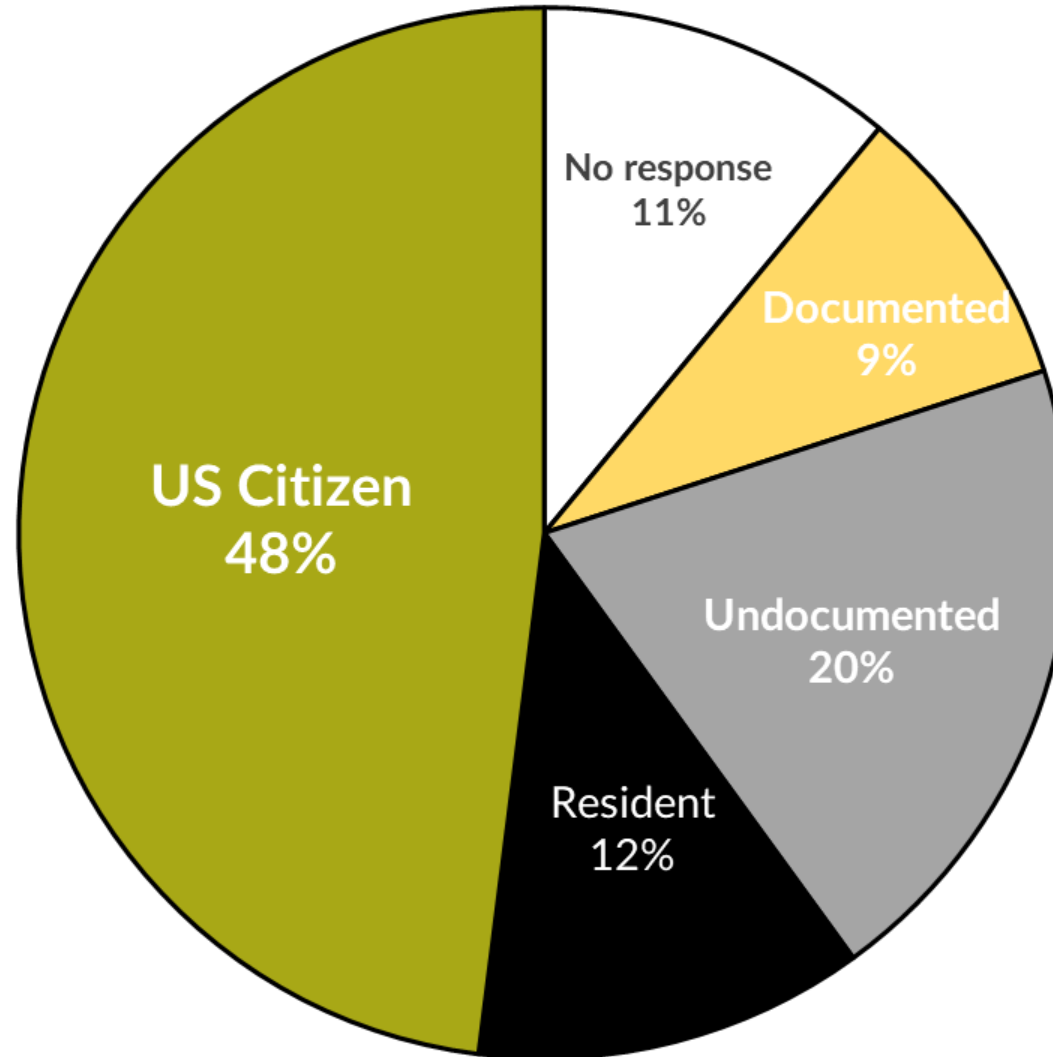
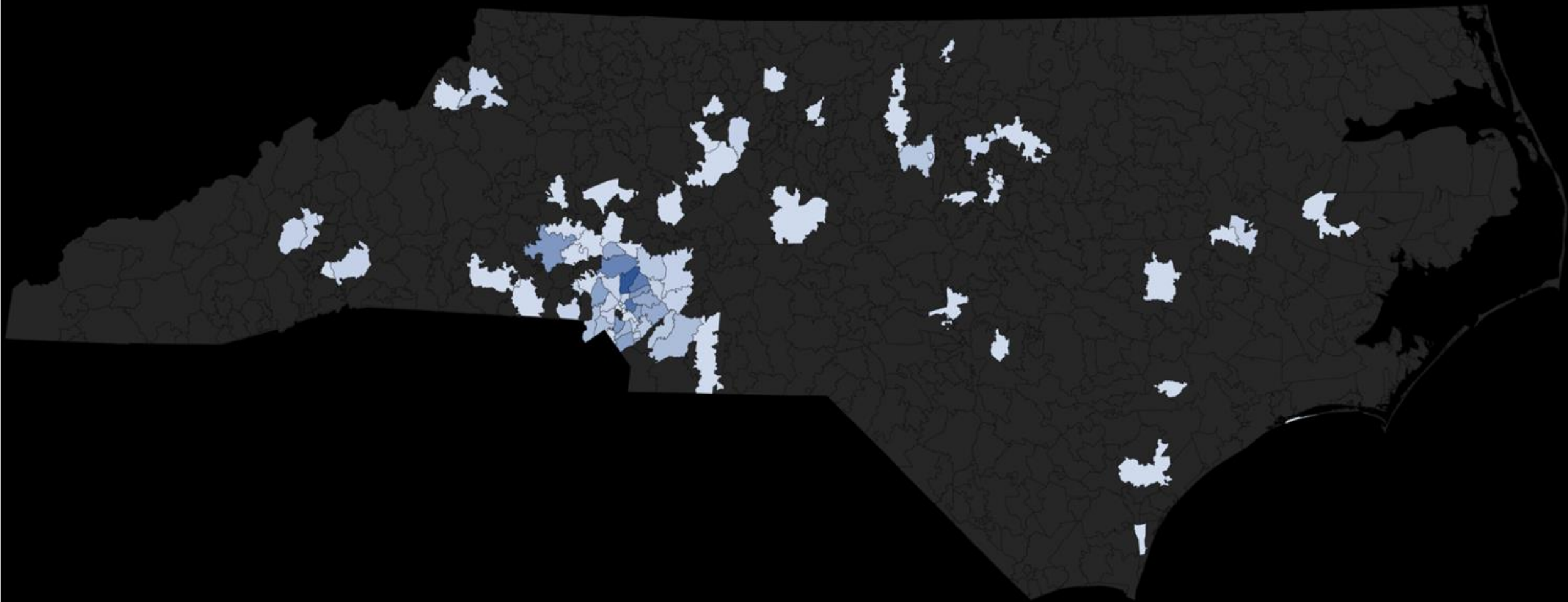
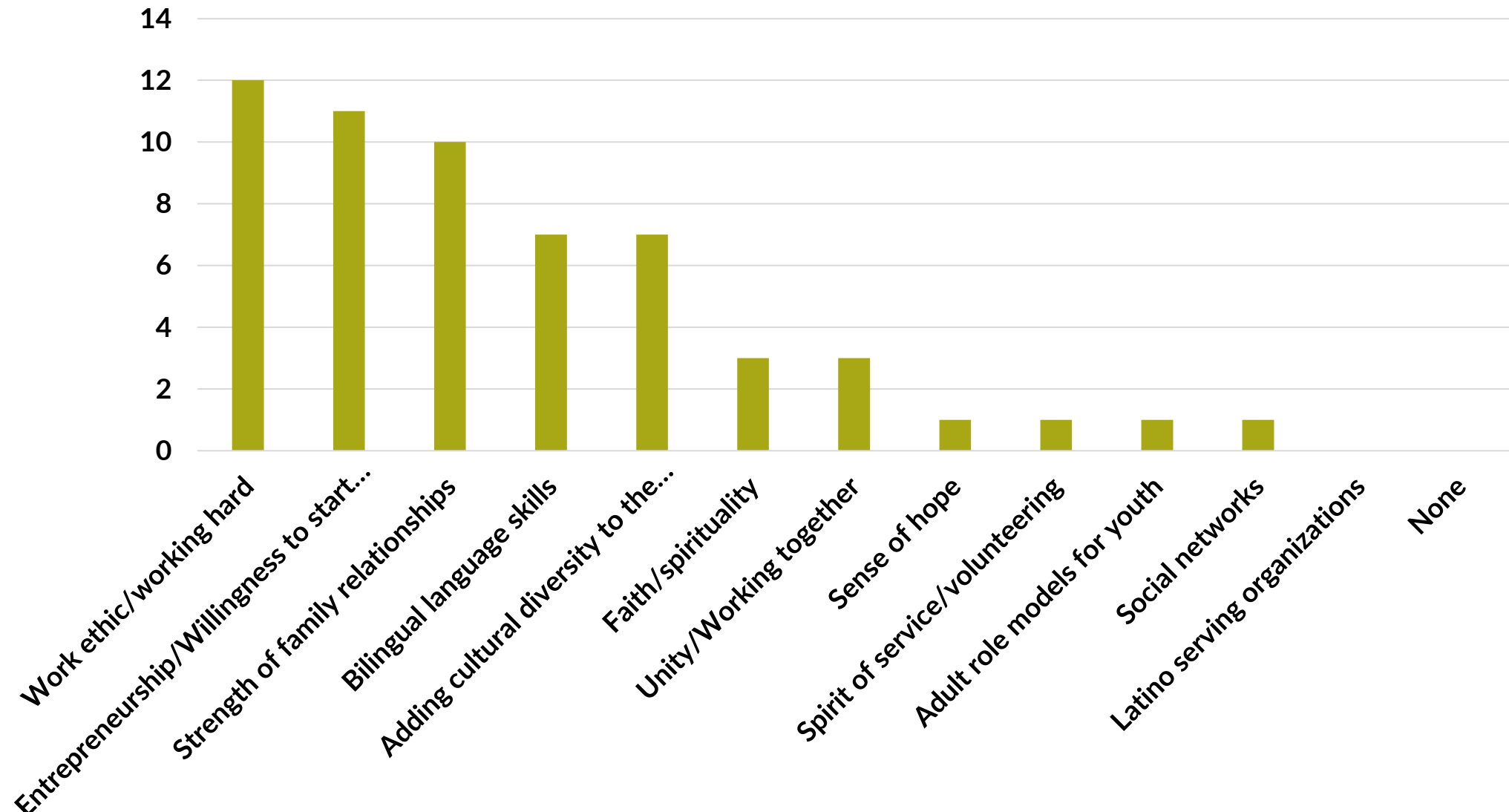


Chart Title

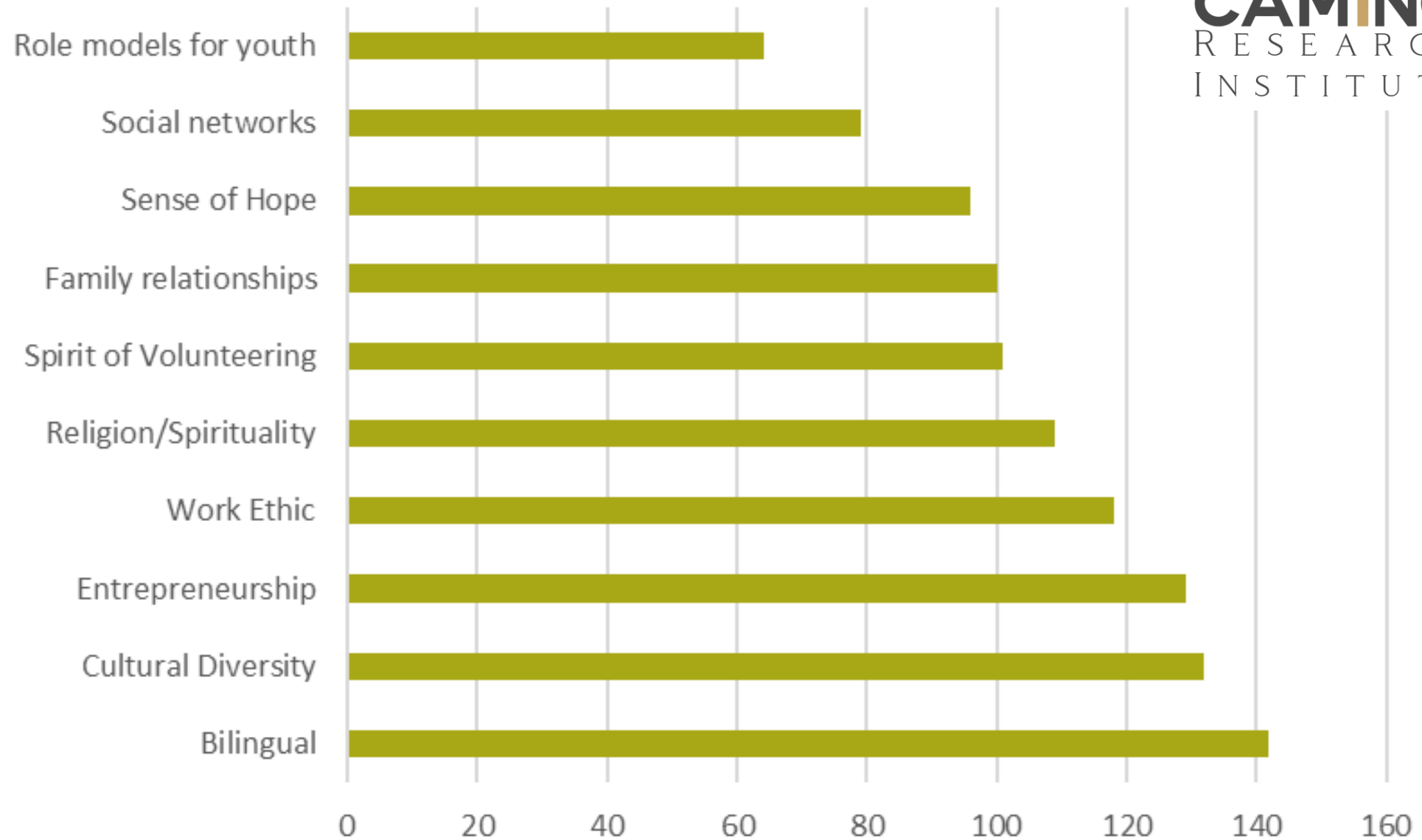


Leadership NC Perceived Latino Strengths

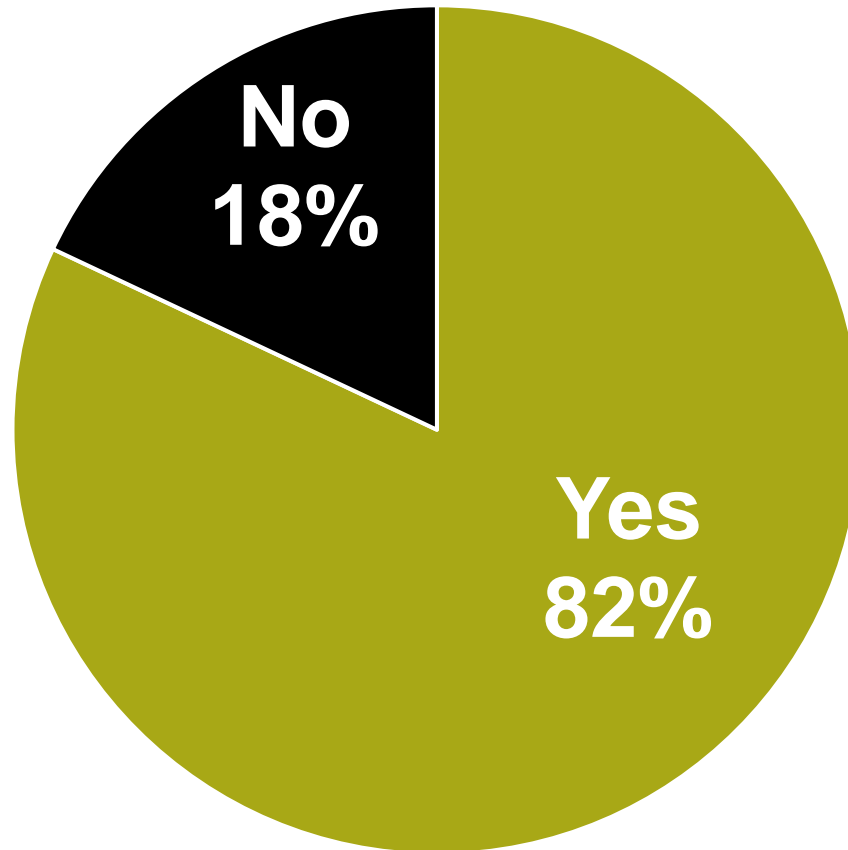
Latino Community Strengths



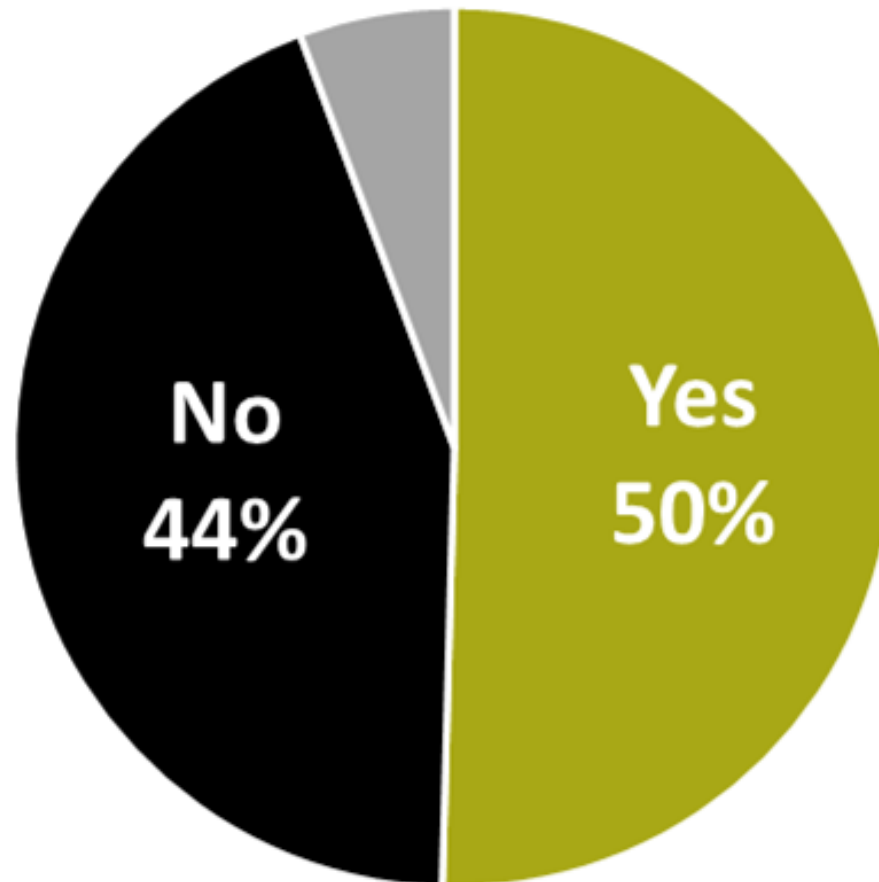
Strengths of Latino Communities



Leadership NC- Perceived Average amount of Discrimination in Latinos



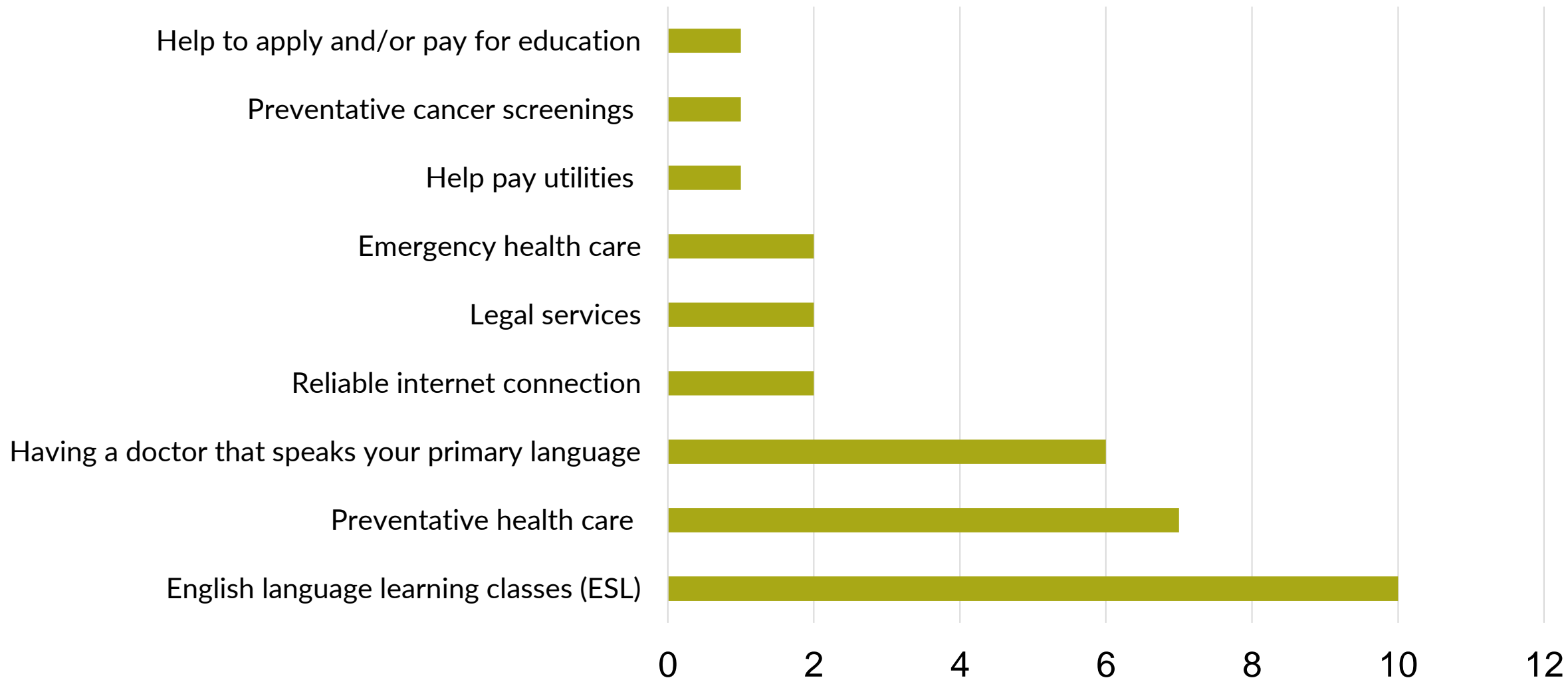
Discrimination/Unfair treatment for being Latino



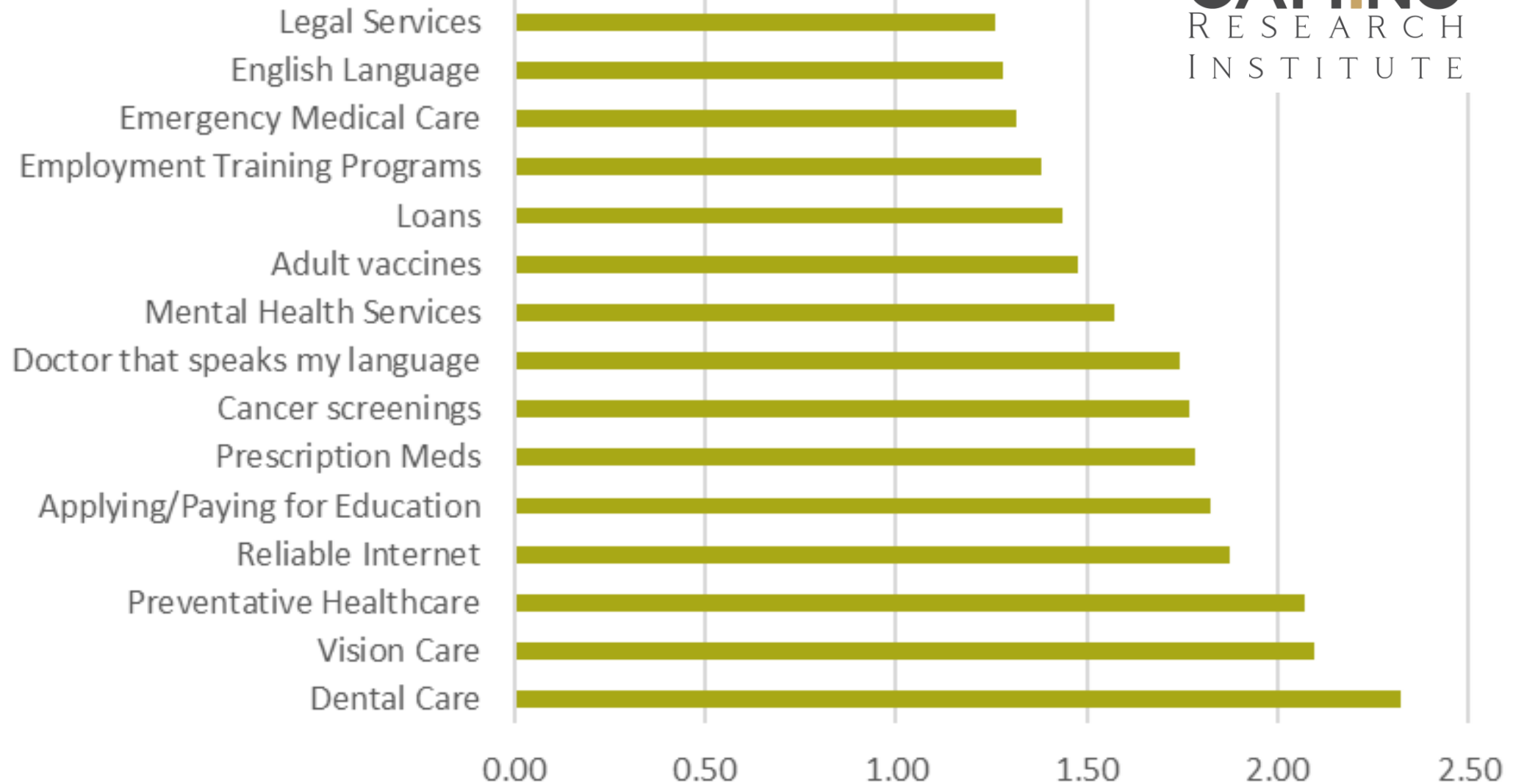
Top reason:
Language

Top area:
Businesses

Leadership NC - Biggest Need of Latino Communities



Needs



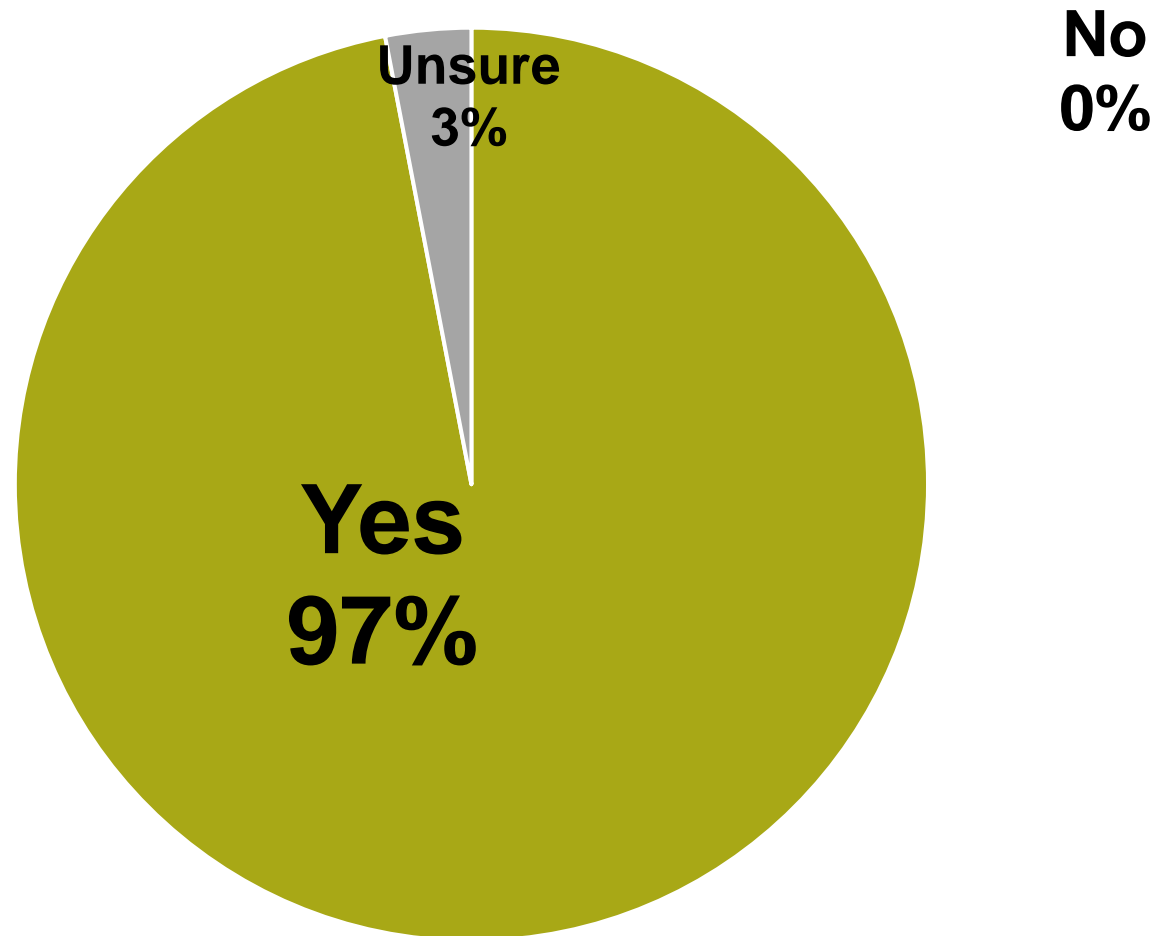
Top Issues of Leadership NC



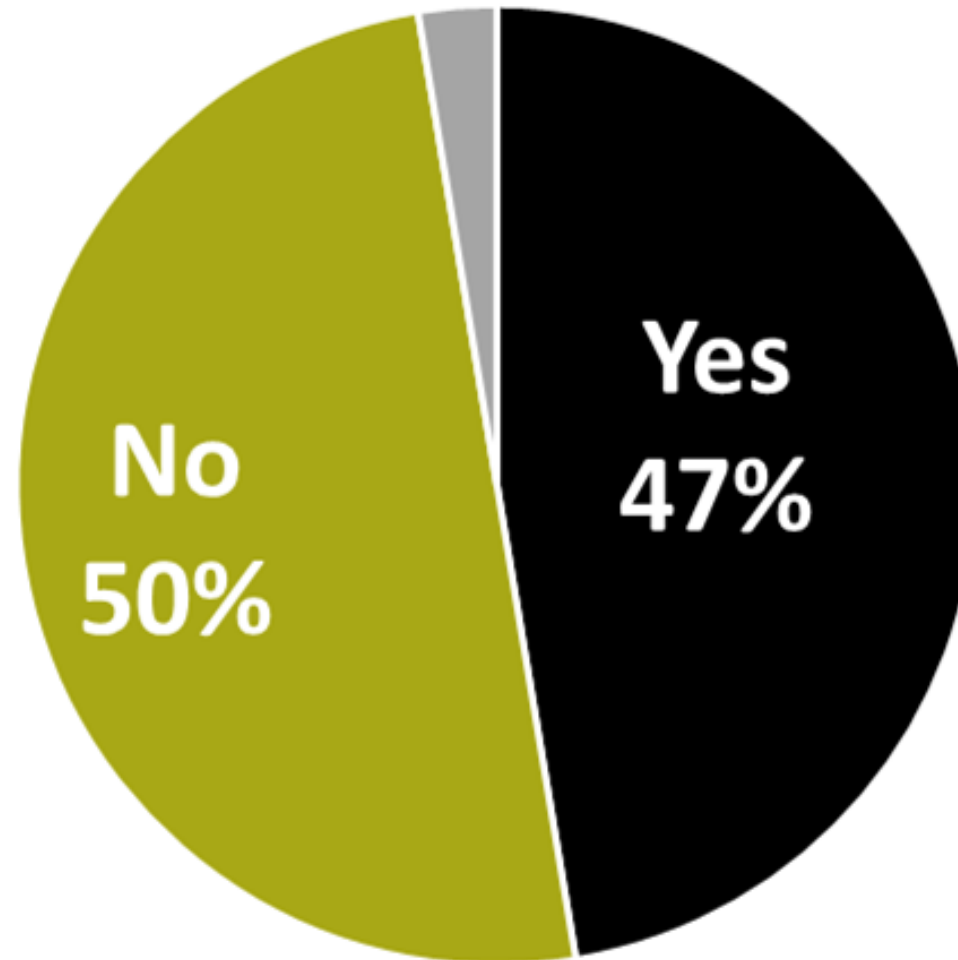
Top Issues of Latino Communities



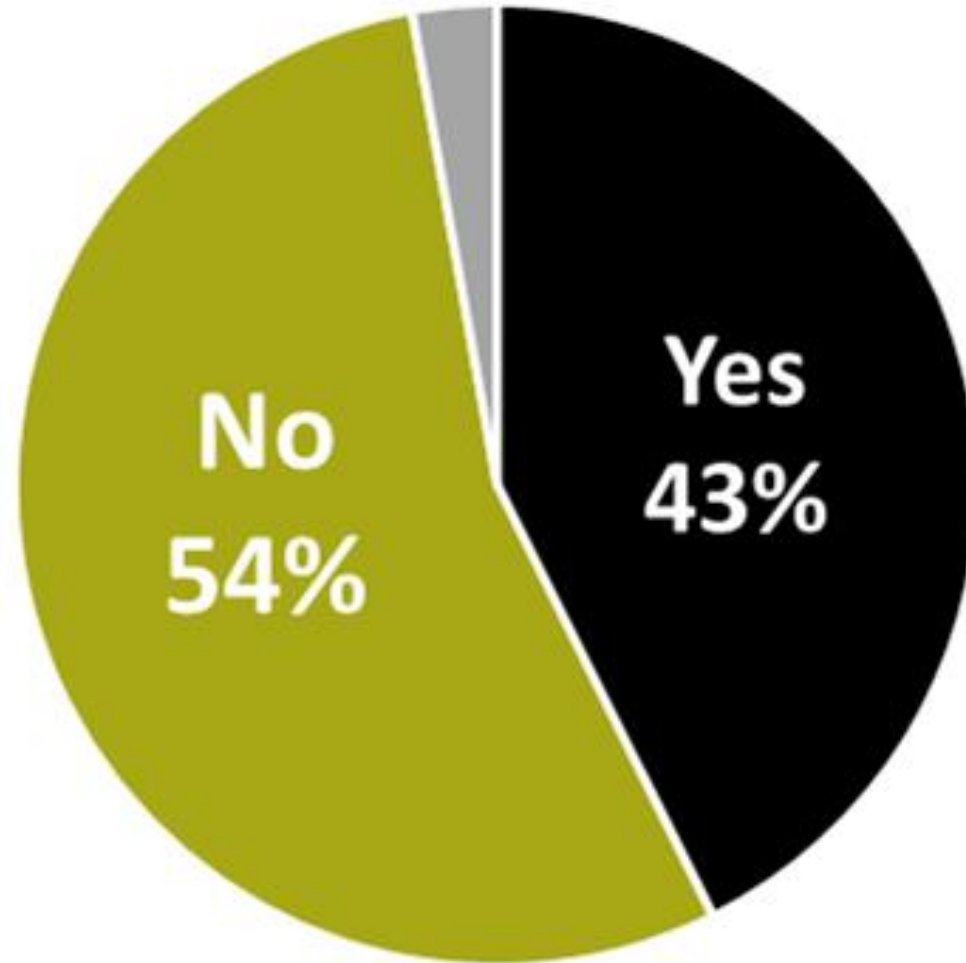
NC Leadership Health Insurance



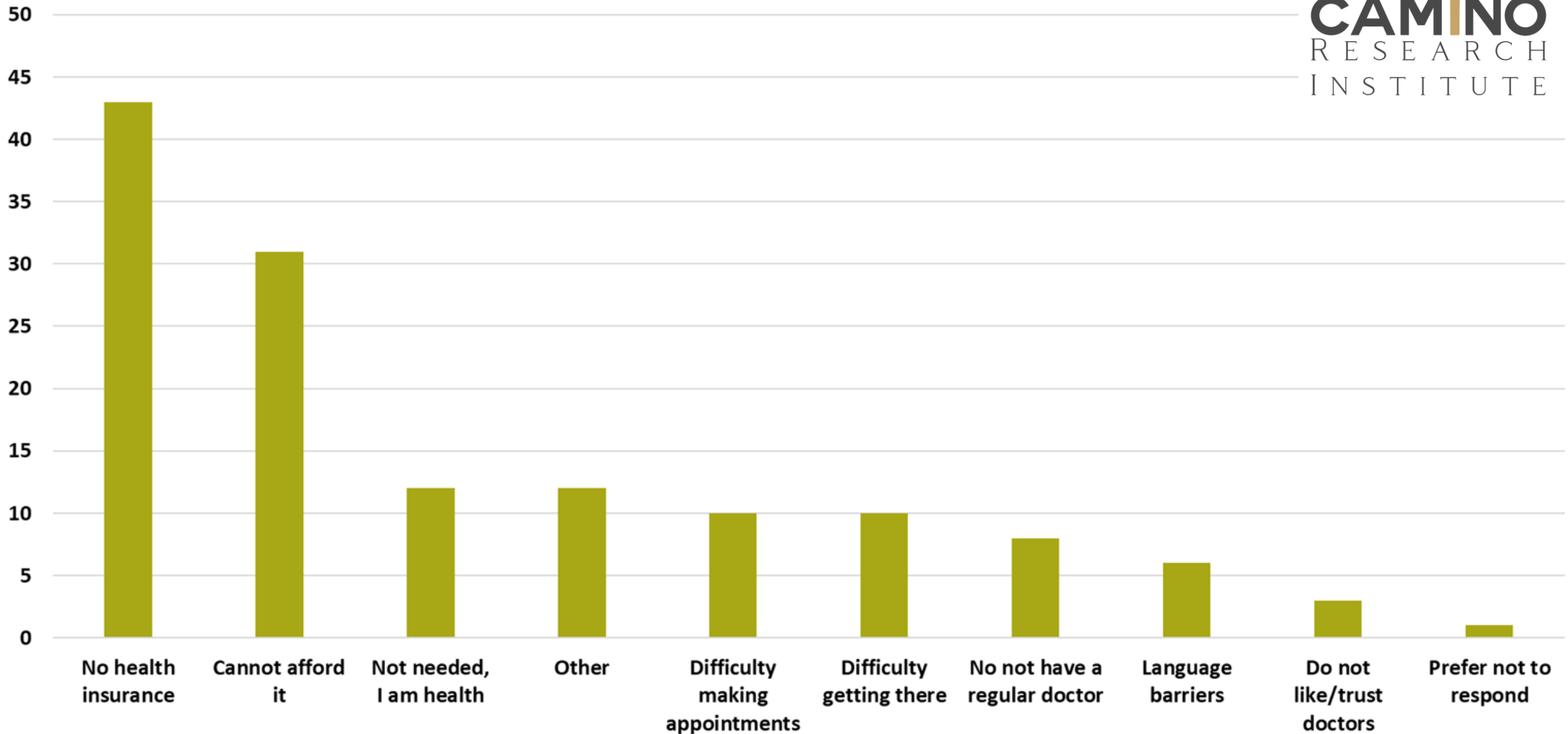
Health Insurance



Health Insurance (immigrants)



Barriers to regular medical attention



¡Saber es Poder!

CAMINO IS CONDUCTING A SURVEY ON THE STRENGTH AND NEEDS OF THE LATINO COMMUNITIES IN NORTH CAROLINA. DATA FROM THIS STUDY CAN HELP INFORM SERVICES TO IMPROVE THE LIVES OF LATINOS.

January 2022

This survey study is still ongoing.
Please help us reach our goal to
hear from 5000 NC Latinos!

Take the survey at:
camino.org/survey

HEALTH INSURANCE



54% of
immigrants who
are not US
citizens do not
have health
insurance

DISCRIMINATION



50% are
discriminated
against,
especially in
businesses

DENTAL/VISION SERVICES



Dental & vision
services are
the most
needed
services

EMPLOYMENT PROGRAMS



49% need
employment
training
programs

RELIANCE ON FAITH



43% seek help
from God,
church, or
pastor when
in need

For more information, contact lennin@camino.org

CAMINO
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Next Steps

1. Qualitative data in each region
2. County/Region Specific Reports
3. Share findings with community members
4. Recommendations for programs/policies



Please encourage your Latino coworkers, friends, and family to visit:



Camino.org/survey

Text: 704.610.6680

**Challenge:
Recruit 20
Latinos to
participate**

**Post about the survey
on your social media!**

