

Recruiting and Retaining **Culturally and Linguistically** Diverse Participants

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Acknowledgements

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of the ISTAART

Member, ORE Core, MADRC

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*Connecting thru
Culture*



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*Why should we take culture into account
when recruiting diverse participants?*



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What is culture?

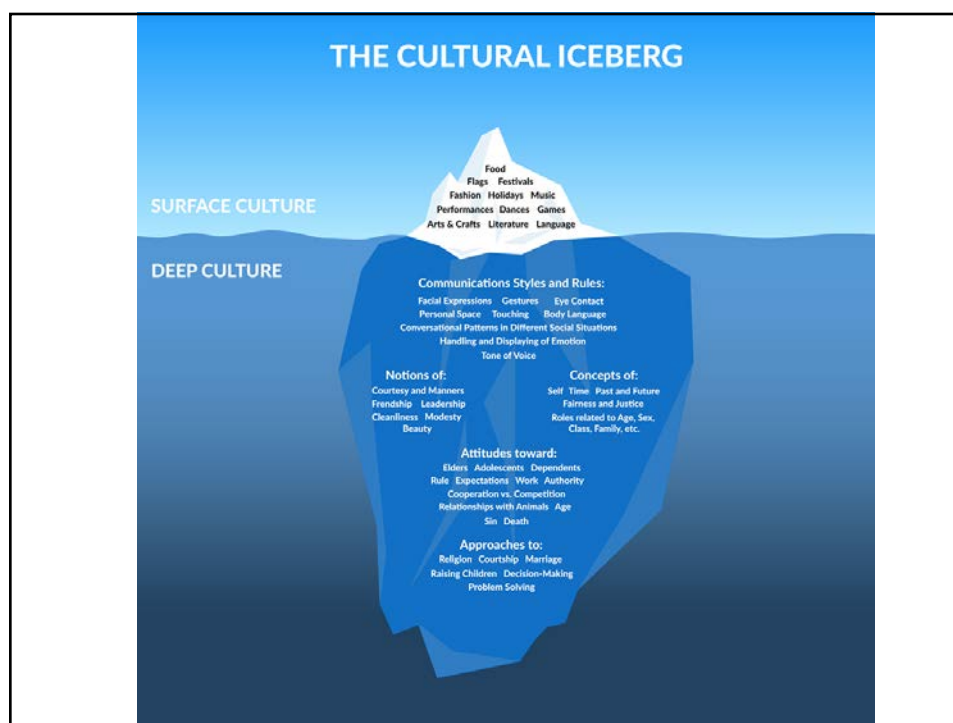
Culture refers to the set of learned traditions and living styles, shared by the members of a society. (Harris, 1983).



Three dimensions of culture:

- 1) The internal, subjective or psychological representation of culture, including thinking, feeling, knowledge, values, attitudes and beliefs.
- 2) The behavioral dimension, including ways to relate with others, ways of behaving in different contexts and circumstances, festivities, and meeting, patterns of associations, etc.
- 3) Cultural elements: the physical elements characteristic of that human group (e.g. symbolic elements, clothes, ornaments, instruments, etc)

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Why should we include ethnic minorities in research?

- Demographic shifts in the US population
- The ethics of clinical research:
It is particularly **important** that the body of **research** evidence available reflects the **diversity** of the population
- Validity requirements for diagnosis and treatment

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U.S. Demographics

- ~1/3 of the U.S. population is part of a racial/ethnic minority group; expected to reach 1/2 by 2050.
- With cultural diversity comes greater linguistic diversity
2015 U.S. Census: **21% speak language other than English at home.** Spanish is by far the most prevalent; over 37 million speakers, followed by Chinese (2.8 million) and French (1.3 million)
- U.S. Hispanic/Latino population is one of the fastest growing racial/ethnic minority group. 3rd largest Latino population in the world, with more Spanish-speaking individuals than Spain.

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Increasing multicultural awareness and knowledge



Do we have cultural competence to work with diverse individuals?

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What is cultural competence?

- (1) **Awareness of one's own assumptions**, values, biases, and stereotypes about ethnic minorities; how such beliefs and attitudes could negatively impact the provision of services; and the development of a positive stance towards **multiculturalism**.
- (2) **Knowledge and understanding regarding one's own worldview and that of our participants**; specific knowledge regarding the culture of participants; and understanding of sociopolitical influences.
- (3) Acquisition of specific, culturally appropriate assessment and communication **skills necessary to effectively work with ethnic minority groups**.
- (4) **Development of core cultural competencies**, based on new theories, practices, policies, and organizational structures that are more responsive to all groups.

Sue et al. (Sue, Arredondo, & McDavis, 1992; Sue et al., 1998)

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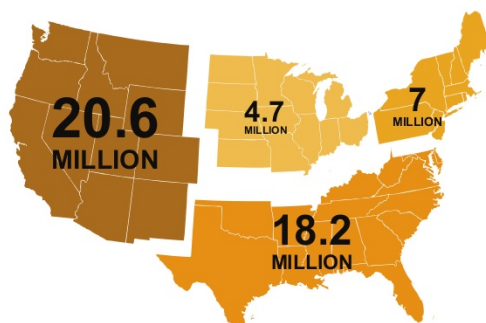
Increase outreach for ethnic minorities

- **Be mindful of how your practice/center might welcome ethnic minorities** (Rivera et al, 2010):
- **(1) First impressions:** Does your center contain images of diverse people via brochures, websites, or flyers; anti-discrimination statements; diversity intentions? Is your facility accessible and convenient for diverse participants (i.e., parking or close to public transport)?
- **(2) Waiting area:** Is your waiting area a welcoming place for ethnic and/or linguistic minorities (i.e., written signs, symbols, magazines, art, decorations, play materials, greetings, staff)?

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HISPANIC POPULATION IN US

BIGGEST ETHNIC GROUP IN THE U.S.
GEOGRAPHIC DISTRIBUTION



CONCENTRATED
IN MAJOR
METROPOLITAN
AREAS



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Hispanics are a heterogeneous ethnic group



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Characteristics of the Latino culture

- ❖ Economically disadvantage?
- ❖ May categorize disease into emotional origin, magical origin, folk-defined or “standard scientific”.
- ❖ Eye contact: Many Latinos learned to avoid eye contact with authority figures as a sign of respect.
- ❖ Nodding: May mean one is listening, not necessarily that s/he agrees with what you are saying.
- ❖ Head of house decision-makers: The mother may decide when it is time to see the doctor.
- ❖ **Confianza/Personalismo: Necessary trust or rapport should be established**
- ❖ Presentismo: Present time perspective; more immediate short-term goals.

From: Rivera et al. (1997) Culturally sensitive interventions


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Characteristics of the Latino culture

- ❖ **Latinos tend to be highly group-oriented.**
- ❖ “Machismo”: Males have enjoyed rights/privileges denied to females.
- ❖ Latinos are likely to change their own behavior to adapt to an interpersonal challenge rather than try to change the situations.
- ❖ More relaxed concept of time- **“people are more important than schedules”**.
- ❖ Best to use formal title (especially with older patients) until given permission to be informal- never assume it’s ok.

e.g. Don and Dona indicate respect for older Latino patients

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- A basic feature of the Latino family is the extended family, which plays a major role in each family member’s life.
- Strong bonds and frequent interaction among a wide range of kin. Grandparents, parents, children may live in the same household or nearby.
- Cooperativeness.**
- Financial support of the family by the individual.
- Placing the needs of the family ahead of individual concerns.

Familismo

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Respeto

- Each person is expected to defer to those who are in a position of authority because of age, gender, social position, title, economic status, etc.
- Latinos tend to show respect in healthcare encounters.
- They may be hesitant to ask questions or raise concerns about doctor's recommendations.
- Latinos tend to focus more on relationships!!

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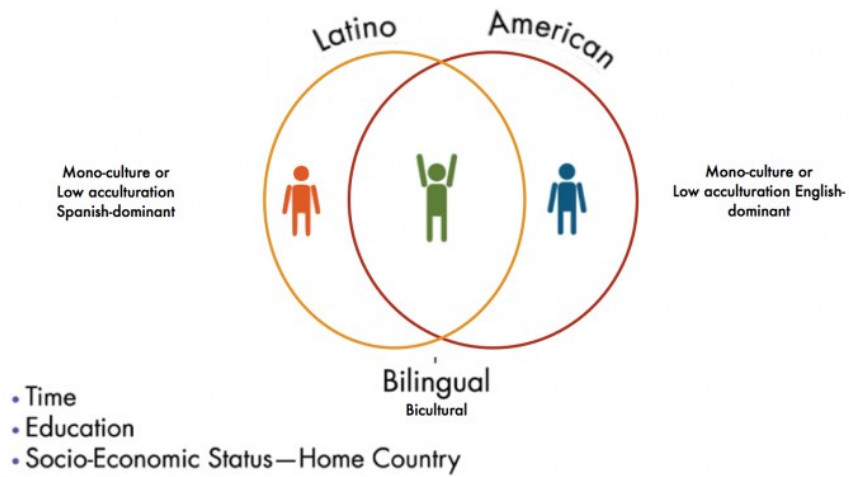
Bilinguals



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Acculturation

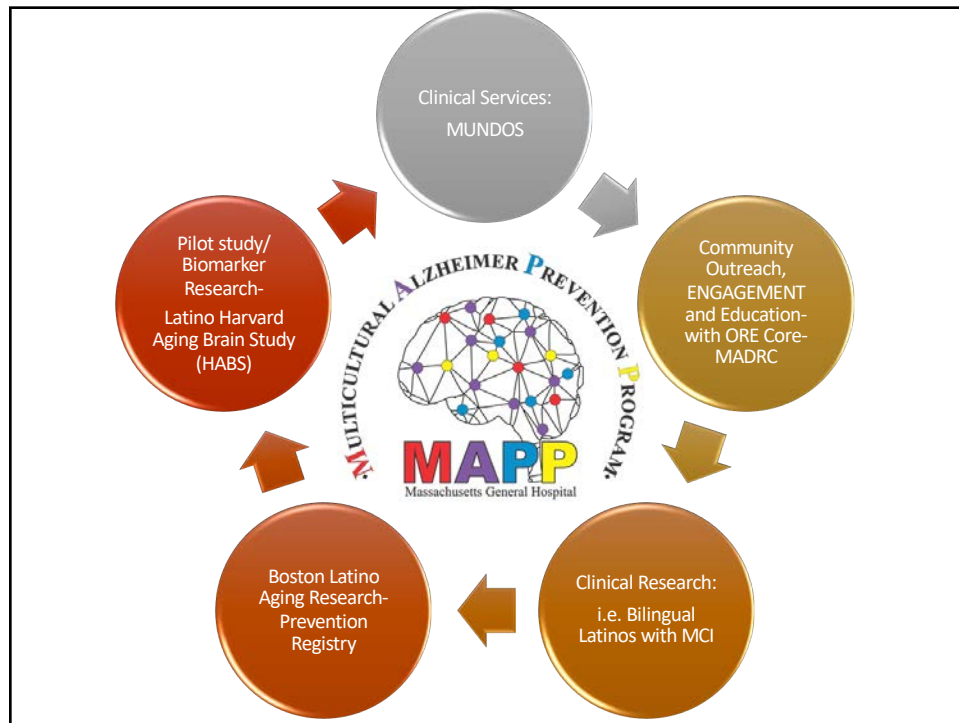
Non Acculturated | **Semi** Acculturated | **Fully** Acculturated



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IMPROVE YOUR THINKING SKILLS

**MUNDOS
MGH Multicultural
Neuropsychology Program**

**invites you to join our FREE
summer training courses**

Who: Courses are designed for older Spanish-speakers (50 years and older) who are interested in improving their thinking skills.

When: Fridays, 12:00- 2:00pm

Where: MGH Main Campus, details provided upon registration

Memory Skills Course
June 9, 16, 23, 30

Attention Skills Course
August 4, 11, 18, 25

Space is limited! Registration is required. Please call Valentina Gaviria at 617-643-5944 for more information and registration.

Mejore su memoria y atención

**MUNDOS
MGH Multicultural
Neuropsychology Program**

**Lo invita a participar en sus
cursos GRATIS este verano**

Quién: Los cursos están diseñados para personas mayores de 50 años que hablan español, y que están interesadas en mejorar su memoria y atención.

Cuándo: Los viernes, 12:00- 2:00pm

Dónde: En el MGH, los detalles se darán después de la inscripción.

Curso de habilidades de memoria
Junio 9, 16, 23, 30

Curso de habilidades de atención
Agosto 4, 11, 18, 25

¡Los cupos son limitados! Se requiere inscripción previa. Por favor llame a Valentina Gaviria al 617-643-5944 para más información y para inscribirse.

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Community Partnerships: Local radio and TV



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Latin American Consulates



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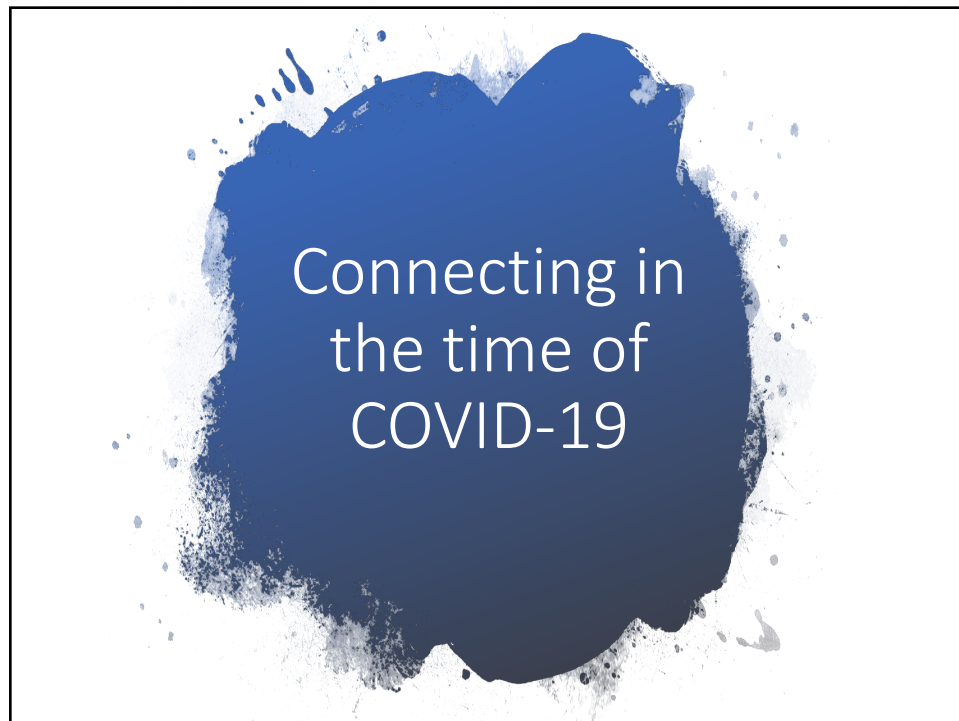
Community Health Fairs



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Research Ambassadors

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COVID Times



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COVID Times



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COVID Times

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EL MUNDO
BOSTON

• REPORTE ESPECIAL

Boston, MA • 28 de Mayo, 2020

Facebook o whatsapp: música del Alzheimer (MAPP) y el busca es establecer cómo se puede

► West Roxbury pandemia del coronavirus

“Villa de la Alegría” sigue llevando alegría a envejecientes

Desde que cerró sus puertas por la orden ejecutiva del gobernador Charlie Baker dejando a más de 300 personas de la llamada Tercera Edad en cuarentena en sus casas, solos y sin mayor atención, los directivos del centro de envejecientes “Villa de la Alegría” de West Roxbury se han esforzado para seguir brindándoles ayuda convirtiéndose en el primer programa en darles comida caliente.

“No ha sido fácil llevar ayuda a sus casas en medio de tantas temores por el COVID-19”, dice Alex García, director del centro de envejecientes, señalando que en estos tiempos de pandemia han hecho alianzas con el Mass General Hospital y con farmacias como PharamLane que es la primera farmacia latina que abrió sus puertas en Boston hace más de un año para ofrecer un servicio a domicilio a la comunidad latina.

“Villa de la Alegría” también se unió al Centro de Desarrollo Dominicano para llevar a las personas de la Tercera Edad via



Alex García

en vivo, claves de Zambra y de inglés, además de programar supervisiones de salud por parte de su equipo de enfermeras.

Con El Mundo Boston Facebook LIVE

El Mundo Boston Facebook LIVE permitió unir a Alex García con los dos profesionales de la salud del Mass General Hospital, Jairo Martínez, colombiano, y Martha Mullis, mexicana, quienes forman parte del Programa Multicultural para la Prevención



Jairo Martínez

Harvard Aging Brain Study (HABS) que están enfocados en dos estudios, uno relacionado al envejecimiento y la enfermedad del Alzheimer y el otro que es mucho más actual y central como es el coronavirus o COVID-19.

“Este último estudio sobre el coronavirus es relativamente nuevo y lo que se busca es aprender cómo la pandemia ha afectado la vida de las personas mayores de edad de origen latino, especialmente en lo que se refiere a su bienestar y a su memoria, y va a abarcar no sólo a Boston sino a todo



Martha Mullis

infectadas con el coronavirus son latinos de Orléans y de distritos de Boston y de otras ciudades de Massachusetts.

El Hospital General de Massachusetts ha recibido a muchos pacientes de origen latino que han sido infectados porque están más expuestos porque muchos de ellos son los trabajadores calificados esenciales.

Jairo Martínez, coordinador del estudio, y Martha Mullis, Manager del Programa del Harvard Aging Brain Study del Mayo General, trabajan desde el 13 de marzo en su propia casa sin el riesgo de contagiarse, pero dicen que varios de los miembros del programa se ofrecieron de voluntarios para formar parte del equipo de profes

la salud que ven r coronavirus.

A demás de e estudio, los dos del Mass General y, y mantener relaciones con la población latina en Boston, por lo que se proponen participar en eventos de salud y asisten a centros como La Villa de la Alegría para poder educar a los latinos mayores sobre el envejecimiento y tratar de ayudarlos en la mejor forma.

Cada una de las personas mayores que participe en el estudio, su nombre estará a una rifa para ganar una tarjeta de \$25.

Las penurias de los ancianos

Alex García explicó que desde el cierre de la “Villa de la Alegría” se crearon múltiples conflictos entre las personas

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COVID Times



The grid contains the following signs (row by row, left to right):

- Row 1: MGH, MAPP, STANDS UP, AGAINST
- Row 2: RACISM, INEQUITY, INJUSTICE, #AhmedArbery
- Row 3: #GeorgeFloyd, #BlackLivesMATTER, #BREONNA TAYLOR, NO DISCRIMINATION

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COVID
Times

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COVID Times



Dra. Yakeel Quiroz
Profesora asociada de la Facultad de Medicina de la Universidad de Harvard. Directora del programa multicultural de prevención de la enfermedad de Alzheimer en el hospital general de Massachusetts.

Charla Virtual
"Impacto del confinamiento por el Covid - 19 en el bienestar y la memoria de las personas adultas".

Septiembre 22
Martes 4:00pm

INSCRÍBETE YA
www.cuidarmecuidarte.org

**cuidarme
cuidarte
2020**

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The impact of COVID-19 on the well-being and cognition of older individuals

Objective:

Understand the impact of COVID-19 on the well-being, cognition and behavior of older individuals, **living in the US and in Latin America**.

Participants:

We will recruit ~3,000 older individuals (>55 years old), monolingual or bilingual English/Spanish/Portuguese speakers.

Remote Survey:

A link to the study via Partners RedCap will be shared with those who expressed an interest in participating. Participants will be asked to complete questionnaires (approx. 1 hour), online or by phone, at **baseline, 3-months and 6-months**, and one optional completion at 12-month follow-up.

Please email mapp@mgm.harvard.edu for more information

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¡BUSCAMOS VOLUNTARIOS!

Estamos buscando adultos latinos para comprender el impacto del Coronavirus COVID-19 en el bienestar y la memoria.

USTED PODRÍA CALIFICAR SI:

- Es mayor de 55 años.
- Es latino y habla español.

EN ESTE ESTUDIO:

- Se le pedirá que complete cuestionarios por internet o por teléfono, hasta 4 veces en el transcurso de 1 año (inicial, 3 y 6 meses). Esto tomará unos 60 minutos cada sesión.
- Cada mes, 10 participantes serán seleccionados aleatoriamente para recibir una tarjeta de regalo (gift card) de \$25.

Puede llamarnos al: **617-643-5880** o escribanos a: mapp@mgm.harvard.edu

WWW.MAPP.MGM.HARVARD.EDU

VOLUNTEERS NEEDED!

We are seeking older Latino adults to understand the impact of Coronavirus COVID-19 on our well-being, cognition and behavior.

YOU CAN PARTICIPATE IF:

- You are over 55 years old.
- You are latino and speak Spanish.

IN THIS RESEARCH STUDY:

- You will be asked to complete questionnaires online or by phone, up to 4 times in the course of one year (initial, 3 and 6 months). Each session will take about 60 minutes.
- Each month, 10 participants will be randomly selected to receive a \$25 gift card.

You may call us at: **617-643-5880** or email us at: mapp@mgm.harvard.edu

WWW.MAPP.MGM.HARVARD.EDU

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Website:

mapp.mgh.harvard.edu/covid-impact

Spanish: <https://is.gd/COVID19> and [Latinos espanol](#)

English: <https://is.gd/COVID19> [Impact English](#)

Portuguese: <https://is.gd/COVID19> [Impacto Portugues](#)

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Thanks! Gracias! Merci! Grazie! Спасибо! Takk! Ευχαριστίες! धन्यवाद!



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