Recruiting and Retaining Culturally and Linguistically Diverse Participants

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October, 2020

Acknowledgements

Director of the Mass General Multicultural Alzheimer's Prevention Program-MAPP

Co-founder of the MGH Multicultural Neuropsychology Program (MUNDOS)

Co-Chair, Latino ADC Special Interest Group

Member, Hispanic Neuropsychological Society-HNS

Immediate Past Chair of the Professional Interest Area (PIA) on Diversity and Disparities of the ISTAART

Member, ORE Core, MADRC

Special thanks to my mentors and colleagues:
Reisa A. Sperling, MD, Dorene Rentz, PsyD, Janet C. Sherman, PhD; Xavier Cagigas, PhD; Paola Suarez, PhD; Francisco Lopera, MD
Why should we take culture into account when recruiting diverse participants?
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)
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

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.
Increasing multicultural awareness and knowledge

Do we have cultural competence to work with diverse individuals?

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)
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)?

HISPANIC POPULATION IN US

BIGGEST ETHNIC GROUP IN THE U.S. GEOGRAPHIC DISTRIBUTION

- 20.6 MILLION
- 18.2 MILLION
- 4.7 MILLION
- 7 MILLION

CONCENTRATED IN MAJOR METROPOLITAN AREAS
Hispanics are a heterogeneous ethnic group

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
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

Familismo

- 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.
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!!
Acculturation

Non Acculturated | Semi Acculturated | Fully Acculturated

- Time
- Education
- Socio-Economic Status—Home Country
Clinical Services:
MUNDOS

Pilot study/Biomarker Research-
Latino Harvard Aging Brain Study (HABS)

Community Outreach, ENGAGEMENT and Education-
with ORE Core-MADRC

Boston Latino Aging Research-Prevention Registry

Clinical Research: i.e. Bilingual Latinos with MCI

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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 Guavia at 617-643-5944 for more information and registration.

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**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 Guavia al 617-643-5944 para más información y para inscribirse.**
Community Partnerships:
Local radio and TV

Latin American Consulates
Community Health Fairs

Research Ambassadors
Connecting in the time of COVID-19

COVID Times
COVID Times

EN VIVO, ¿Qué es la enfermedad de Alzheimer y cómo proteger su memoria? Charla organizada por el Consulado de #Colombia en #Boston con el apoyo del programa Colombia Nos Une de la Cancillería. Dirige la doctora Yakeel Quiroz.

COVID Times

MÉXICO

JUEVES 16 DE JULIO
12:00 PM

TE INVITA A CONOCER MÁS SOBRE ALZHEIMER

MASSACHUSETTS GENERAL HOSPITAL

ANNA PAULA BAREA
clinical research coordinator

MARÍA MUNIZ
clinical research coordinator

RELACIONES EXTERIORES MÉXICO
"Villa de la Alegria" sigue llevando alegría a envejecientes

COVID Times

Este último estudio sobre el coronavirus es relativamente nuevo y la que se busca es aprender cómo la pandemia ha afectado la vida de las personas mayores de edad de origen latino...

COVID Times
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.cuidarme2020.org
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.

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.

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

Please email mapp@mgh.harvard.edu for more information.
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
Thanks! Gracias! Merci! Grazie! Спасибо! Takk! Ευχαριστείς! धन्यवाद!

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