Latinx & Immigrant Health in California: Advancing Healthy Food for All

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Executive Director, Latino Coalition for a Healthy California
Presentation to the SNEB 2020 Annual Conference
July 21, 2020
Latino Coalition for a Healthy California

Mission: To advance and protect the health of Latinos through policy and advocacy to create healthy communities in California.

Vision: Eliminate the inequalities that exist among Latino communities in California.
Policy Advocacy

- Latinx Health Policy Priorities (Jan/Feb)
- Latinx Health Policy Summit (Oct)
- Cafecito at the Capitol (Nov/Dec)
- Coalitions:
  - **State level**: Health4All, CA4LessSoda, CA Food & Farming Network, Alliance for Boys and Men of Color, Building the CA Dream Alliance
  - **Federal level**: Protecting Immigrant Families (PIF)
Programs

- Leadership development & Capacity building
  - Health Ambassadors Initiative
  - Health Justice Fellows
- Community research
  - Oral Health Strategic Communications
  - Health Equity Systems Transformation (HEST) Project
Social Determinants of Health Framework

Source: CDC Healthy People 2020
Health Equity Framework

A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE

UPSTREAM

SOCIAL INEQUITIES
- Class
- Race/Ethnicity
- Immigration Status
- Gender
- Sexual Orientation

INSTITUTIONAL INEQUITIES
- Corporations & Businesses
- Government Agencies
- Schools
- Laws & Regulations
- Not-for-Profit Organizations

LIVING CONDITIONS
- Physical Environment
- Land Use
- Transportation
- Housing
- Residential Segregation
- Exposure to Toxins
- Economic & Work Environment
- Employment
- Income
- Retail Businesses
- Occupational Hazards

INSTITUTIONAL INEQUITIES
- Social Environment
- Experience of Class
- Racism, Gender
- Immigration
- Culture - Ads - Media
- Violence
- Service Environment
- Health Care
- Education
- Social Services

Community Capacity Building
Community Organizing
Civic Engagement

POLICY

DOWNSTREAM

RISK BEHAVIORS
- Smoking
- Poor Nutrition
- Low Physical Activity
- Violence
- Alcohol & Other Drugs
- Sexual Behavior

DISEASE & INJURY
- Communicable Disease
- Chronic Disease
- Injury (Intentional & Unintentional)

MORTALITY
- Infant Mortality
- Life Expectancy

Emerging Public Health Practice
Current Public Health Practice

Source: BARHII
Latinx are the plurality racial/ethnic group in CA; expected to increase
Latinx are younger compared to other racial/ethnic groups in CA.

Source: Pew Research, Packard Foundation
CA Latinxs are concentrated in the following counties: Los Angeles, Riverside, San Bernardino, San Diego, Orange, Fresno, Santa Clara, Kern.
<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>0-99%</th>
<th>100-199%</th>
<th>200-299%</th>
<th>≥300%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latino</td>
<td>28%</td>
<td>27%</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>Black</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
<td>45%</td>
</tr>
<tr>
<td>Multiracial</td>
<td>16%*</td>
<td>12%</td>
<td>11%</td>
<td>61%</td>
</tr>
<tr>
<td>Asian</td>
<td>11%</td>
<td>13%</td>
<td>12%</td>
<td>64%</td>
</tr>
<tr>
<td>White</td>
<td>7%</td>
<td>11%</td>
<td>11%</td>
<td>71%</td>
</tr>
<tr>
<td>California</td>
<td>17%</td>
<td>18%</td>
<td>13%</td>
<td>52%</td>
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Latinx are more likely to be under the federal poverty level.
Majority of Latinxs immigrants are U.S. Citizens

Place of birth
○ CA’s population is 27% immigrant (11 million)
○ Half of CA’s kids have at least 1 immigrant parent
○ From 2010 to 2014, 37% of CA Latinxs were born outside the U.S. compared to 21% of non-Latinxs

Immigration Status
○ 52% of CA’s immigrant population are naturalized U.S. Citizens; 25% are green card or visa holders
○ 23% of CA’s immigrants are undocumented
○ From 2010 to 2014, 25% of CA of foreign-born Latinxs were not U.S. Citizens (includes lawfully present visa and green card holders)

Source: PPIC, CA Legislative Latino Caucus, 2017
Latinx are more likely to be uninsured (12%) & have Medi-Cal coverage.

Immigration status is a primary factor for higher uninsured rate.

Source: CHCF
Latinx are more likely to report being in fair or poor health.
Latinx are disproportionately impacted by overweight and obesity due to higher likelihood of living in food deserts/swamps, clean water access, lower access to parks & safe communities, & targeted junk food marketing, etc.

Childhood Overweight, by Race/Ethnicity
California, 2015 to 2017

- Latino: 18.7%
- Black: 15.5%
- White: 11.8%
- California: 15.3%

Adolescent Overweight and Obesity, by Race/Ethnicity
California, 2015 to 2017

- Latino: 24.8% (Obese) + 19.0% (Overweight)
- White: 8.7% (Obese) + 16.2% (Overweight)
- California: 18.1% (Obese) + 16.9% (Overweight)
Despite economic and social barriers, Latinx live longer than Whites.
Case Study: Youth empowerment & grassroots organizing for healthy food
Berkeley vs. Big Soda campaign strategies: fighting corporate money with youth community organizing

Source: BARHII
Case Study: Berkeley vs. Big Soda
### Youth organizing communities for health equity funding

#### Problem
- Black and Latinx kids have a 50% chance of developing type 2 diabetes compared to 40% of White kids (CDC)
- In CA, nearly 18.7% of Latinx children & 15.5% of Black kids are overweight; 43.5% of Latinx adolescents are overweight or obese (CHCF, 2019)
- There is a strong link between sugar-sweetened beverage (SSB consumption) and overweight/obesity
- Big Soda targets youth of color through marketing (e.g., Billboards, TV ads, social media, etc.)

#### Solution
- In 2013, launch of the Berkeley Healthy Child Coalition—a grassroots campaign consisting of a broad coalition for stakeholders
- Youth of color led phonebanking & door-to-door outreach in Berkeley neighborhoods
- Established a panel of health experts to advise Berkeley City Council on how to use the revenue generated from the tax

#### Outcomes
- In 2014, the city of Berkeley passed Measure D, making history as the first city in the country to pass a tax on sugary drinks!
- The tax dollars have funded school gardens, cooking classes, and other youth-centered programs ($5+ million to date)
- SSB consumption in low-income communities of color dropped 52% in the first 3 years and water consumption increased 29%
### Youth organizing communities for health equity funding

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Case Study: Addressing food security via capacity building towards policy, systems and environmental changes
Health Ambassador strategies: addressing root causes via capacity building and civic engagement

Source: BARHII
LCHC in collaboration with 4 Regional Partner Organizations (RPOs) in the Central Valley and Los Angeles, is building community capacity for PSE (policy, systems, environmental) change via 62 community leaders known as Health Ambassadors

- Focus on healthy eating and active living
- Focus on food environment and built environment

Source: BARHII
Regional Partners and Program Reach

¡Nosotrxs somos California!

Communities representing CV
Modesto, Southeast Fresno, Hanford, Tulare, Kern

Communities representing LA
Inglewood, Huntington Park, Boyle Heights, Watts, South Gate, Bellflower, Norwalk, North Hollywood, South Central, Echo Park, Sherman Oaks, West LA, Lynwood, Compton

CULTIVA SALUD
Lideres Campesinas en California
Social Justice Learning Institute
LCHC
Health Ambassadors Year 1 (2019)

- Trained 62 grassroots leaders, predominantly monolingual Spanish speaking women
  - Power mapping
  - Base-building
  - Leadership skills development
- Reached 400+ community members engaged through Ambassadors
  - Train-the-trainer model
- Co-created regional Community Action Plans (CAPs) for Year 2
Health Ambassadors Year 2 (2020)

learn, lead, live healthy

A community based training for Central Valley residents

Year 2 coming June 2020
Register now with Lideres Campesinas!

This material was funded by USDA’s Supplemental Nutrition Assistance Program-SNAP. This institution is an equal opportunity provider.
“History will judge societies and governments — and their institutions — not by how big they are or how well they serve the rich and the powerful, but by how effectively they respond to the needs of the poor and the helpless.”

— César Chávez
¡Gracias!
Thank you!

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