
CULTIVATING HEALTH & COMMUNITY:
ENGAGING LATINO OLDER ADULTS IN
HEALTH PROMOTION ACTIVITIES

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BRONX, NY

TUESDAY, FEBRUARY 13, 2024



Neighborhood SHOPP

- Established in 1980 in the Bronx NY
- Serving predominantly Latino and African American communities
- Our service menu includes:
 - Four Senior Centers
 - Caregivers Program
 - Case Management for the homebound
 - Friendly Visiting Volunteer Program
 - Elder Justice
 - NORC Services
 - Community Care - Mobile Services
 - NY Connects Bronx Call Center

Keeping our members and communities active, informed,
engaged, safe and connected



Why is Health Promotion important?

- ▶ Aims to engage and empower individuals and communities to choose healthy behaviors.
- ▶ Reduces premature death.
- ▶ By focusing on prevention, health promotion reduces the costs (both financial and human) that individuals, employers, families, insurance companies, medical facilities, communities, the state and the nation would spend on medical treatment.



The Importance Of Creating Tailored Health Promotion Activities in Latino Communities

- Recognizes the unique needs, cultural nuances, and the social factors influencing their health.
- Addresses barriers to healthcare access for Hispanic/Latino older adults.



- Reduces the risk of developing chronic diseases and other morbidities specifically in persons of color.



National Data

The CDC Reports:

- By 2040, the number of older adults is expected to reach 80.8 million. By 2060, it will reach 94.7 million, and older adults will make up nearly 25% of the US population.
- As the population of older adults in the United States (USA) grows more diverse, equitable translation of knowledge and best practices to reach underrepresented groups is essential. Hispanics are the largest underrepresented group in the USA and have unique cultural characteristics that impact their health.
- There are 60.6 million Hispanics in the USA. This number represents 19% of the total population. The number of Hispanic adults over the age of 65 is projected to double over the next decade.



Bronx Stats

As an organization serving older Bronx residents, which is among the poorest and most diverse counties in the country, SHOPP's client characteristics are reflective of the overall Bronx demographic profile:

- The Bronx is home to 1,424,948 persons and of these 14 percent or almost 190,000 persons are ages 65 and older.
- Hispanics/Latinos comprise 56 percent of the total Bronx population, followed by Black/African Americans (43 percent), White/Not Hispanic (9 percent) and Asians (5 percent).
- Over one-third (34.6 percent) of Bronx residents are Foreign-born.
- More than half of Bronx residents (58.4 percent) speak a language other than English at home.
- Almost one-quarter of the Bronx population (24.4 percent) are living in poverty.

(Source: <https://www.census.gov/quickfacts/fact/table/bronxcountynewyork/PST045221>)



Latino Communities in the Bronx

- Puerto Rican
- Dominican
- Mexican
- Columbian
- Ecuadorian



- Honduran
- Cuban
- Chilean
- Guatemalan
- Spaniard
- Others



CHALLENGES

- ▶ Fear of social isolation, loneliness, and institutionalization.
- ▶ Systemic barriers to care – poverty, institutional racism and discrimination.
- ▶ Mistrust and negative attitudes linked to the government, authorities, and the healthcare establishment.

TRUST (LA CONFIANZA) IS CRITICAL



CULTURALLY COMPETENT PRACTICE

Achieving cultural competence in practice necessitates a profound understanding of how various cultural aspects influence the unique needs and preferences of clients. This involves recognizing:

- Perspectives on health, illness, and death, and approaches to these concepts.
- Norms and boundaries tied to privacy, physical contact, personal space, age, gender, and relationships.
- Food choices, dietary practices, and the significance of traditional foods.
- Decision-making processes regarding end-of-life issues, as well as spiritual beliefs, rituals, and customs.
- Caregiving dynamics and the roles of family and friends in decision-making.
- Communication styles and norms, encompassing levels of formality, eye contact, and the appropriateness of direct questions.
- Embracing the principle of "**Familia primero siempre!**" underscores the central importance of family in the cultural fabric, guiding culturally competent interactions and service delivery.



SAMPLE SHOPP ACTIVITIES

Evidence Based HP

- ❖ SHOPP's Proyecto de Salud (Wellness Program)
- ❖ Walk With Ease
- ❖ CDSMP en Español
- ❖ S.A.I.L. (Falls Prevention)
- ❖ Bingocize
- ❖ Matter of Balance (Falls Prevention)
- ❖ Powerful Tools for Caregiving
- ❖ Tai-Chi

Non-Evidence Based HP

- ❖ Chair Yoga
- ❖ Step Exercise
- ❖ Zumba
- ❖ Nutrition Classes
- ❖ Mental Health & Wellness via a community partnership
- ❖ Health Education Trainings
- ❖ Blood Pressure Screenings
- ❖ StayWell

Arts & Culture

- ❖ Music & Dance
- ❖ Creative Arts
- ❖ Drama Club
- ❖ Viernes Social
- ❖ Cooking Classes
- ❖ Dominos, Bingo & Billiard
- ❖ Line Dancing



PROGRAM DEVELOPMENT



STAFF INVOLVEMENT

- Diverse team
- Know your communities
- Strategic outreach



MEMBER INVOLVEMENT

- Critical resource
- Active listening
- Empower to be leaders



COMMUNITY INVOLVEMENT

- Mobilize your partners
- Cultivate relationships
- Promote & encourage civic engagement



RESULTS, IMPACT & CHALLENGES

- Quantitative and Qualitative results of Health Promotion programs which drives us to further develop and even expand the program
- Positive impact on the health and well-being of Latino Older Adults
- Testimonials and success stories
- Critical to discuss challenges encountered and lessons learned



Key Takeaways

- ▶ Design community-based interventions that engage diverse community residents both as leaders and participants.
- ▶ Incorporate culturally sensitive and culturally specific outreach and intervention strategies.
- ▶ Develop a community collaborative to mobilize process and build a collective capacity among the Latino community.







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