



KENTUCKY COOPERATIVE EXTENSION

Working with Hispanic & Latino Audiences



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Community Engagement Addresses Health Needs of Latino Farmworkers in Kentucky

In 2001, the Southeast Center for Agricultural Health & Injury Prevention at the University of Kentucky, Kentucky State Cooperative Extension (KSU & UK), and the University of Tennessee Agricultural Extension submitted a proposal to USDA's Fund for Rural America. A grant was awarded to support the development of community coalitions in 4 counties (KY— Montgomery &

Shelby counties and TN—Bedford & Coffee counties). The overall goal of this project was to increase the counties' cultural and linguistic competency, including a Spanish Language Immersion program for health professionals and community service providers and educators.

For the past 4 years these coalitions have been guided and sup-



Sheila Fawbush reporting activities of the Shelby Co. Latino Coalition during July meeting at KSU.

ported by County Extension agents . In Kentucky that leadership has come from Ron Catchen - Montgomery Co. and Sheila Fawbush - Shelby Co. Each county has realized increased access to health care, growing interest in Spanish language training, and im-

The U.S. Census Bureau reported on September 8, 2005 that:

- **One of every two people added to the nation's population between July 1, 2003 and July 1, 2004, were Hispanic.**
- **The number of Hispanic families who reside in the U.S. is 9.3 million.**
- **Children under age 5 make up 11% of the Hispanic population.**



Ron Catchen (far right) with Montgomery Co. Coalition

SAVE THE DATE: In-service on Working with Latinos in KY

Culturally Competent Training-Learning Beyond Hola — In-Service training is planned to focus on how to reach new immigrants and Spanish speakers. What does KY CES need to do to attract Latinos to workshops, recruit volun-

teers, and build community-based programs where word of mouth is the greatest source of information. Learn from Latino leaders and other agencies with effective outreach programs. These in-service sessions will be held on **March 9,**

2006 in Princeton and March 28, 2006, at KSU in Frankfort from 9:30 a.m. -3:30 p.m.

Details can be found in the KY Cooperative Extension in-service catalog at: www.ca.uky.edu/agpsd/

Resources For Cultural Understanding

Mexican & Americans Cracking the Cultural Code (2004)

By Ned Crouch

The Intercultural Press writes that this book is a “firsthand look at how to succeed in working with Mexicans—on either side of the border.” This book addresses the needs of those who need to negotiate a delivery date, interact with neighbors or customers, and come to realize that speaking the language and knowing the rules of business are not enough.

Nicholas Brealey Publishing, \$22.95

Latino Boom!: Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market (2005)

By Chiqui Cartagena

Three groups of Latinos (Isolated, Acculturated, and Assimilated) are outlined by the author and the best ways to approach them. Cartagena explains the increasing influence of consumer-savvy Hispanic teenagers and why Latino consumer behavior makes for a different market than that of the general market or other minority markets.

Ballentine Press, \$24.95

The Latino Patient A Cultural Guide for Health Care Providers (2002)

By Nilda Chong

This book provides an in-depth examination of what various health care providers need to know to communicate and treat Latino clients. There are hands-on vignettes that illustrate the author’s public health experiences. Dr. Chang is the national director of the Institute for Culturally Competent Care at Kaiser Permanente.

Intercultural Press, \$29.95

U.S. Latino
History and
Culture
Resource &
Selected Links
Exhibitions
[www.smithsonian.org/
resource/faq/nmah/
latino.htm](http://www.smithsonian.org/resource/faq/nmah/latino.htm)

Educational Materials Are Available

Several different Spanish language materials are locally available to Extension Staff. Mary Fant at KSU has copies of these publications and others, which are available upon request.

You can reach her at:
mary.fant@kysu.edu

Two examples are:

Los niños y sus huesos: una guía para los padres (Children and their Bones: A guide for parents)

Published by the National Institutes of

Health (May 2003)

Proteja su bebé y protéjase usted de la Listeriosis (Protection for your baby and you from Listeriosis)

Produced by USDA (September 2004)

Contact members of the Kentucky Extension Statewide Committee for Working with Latino-Hispanic Audiences

Tracy Adams (teadams@uky.edu) - Graves County Agent; **Kerri Ashurst** (kgoodman@uky.edu) - CYFERNet; **Isela Arras** - KY Domestic Violence Association; **Nikki Baker** (nbaker@uky.edu) - Boyd County Agent; **Keenan Bishop** (kbishop@uky.edu) - Franklin County Agent; **Gae Broadwater** (gae.broadwater@kysu.edu) - KY State University Extension; **Nancy Calix** (nancy.calix@kysu.edu) - KY State University Extension; **Robert DeMattina** (bob.demattina@uky.edu) - University of KY Communications; **Mary Fant** (mary.fant@kysu.edu) - KY State University Extension; **Charlene Jacobs** (charlene.jacobs@uky.edu) - KCES Central Region Program Director; **Virginia Langford** (vlangfor@uky.edu) - Graves County Agent; **Celina Magaña** (celina.magana@ky.gov) - KY Department of Labor; **Joan Martin** - Grayson County Agent; **Rick Maurer** (richard.maurer@uky.edu) - University of KY Extension; **Ralph Prince** (rprince@uky.edu) - KY CES Advisory Leadership - **Pam Sigler** (psigler@uky.edu) - UK/EFNEP/Food Stamp Program; **Marisol Valles** (mvmexico@yahoo.com) - Latino Yellow Pages; **Lionel Williamson** - University of KY College of Agriculture; **Suellen Zornes** - Boyd

County Agent. **Keep up with their work at:** http://ces.ca.uky.edu/extension_regions/

Immigrant Nation: Changing Face of America

The Council of State Governments (CSG) has prepared a publication analyzing trends it sees emerging in the United States. One section of this report discusses *change drivers* that must be acknowledged. It is titled: "Immigrant Nation: Changing Face of America."

This section begins by noting that immigration of today is different from the past in two unique ways:

(1) The majority of immigrants no longer come from Europe, and

(2) Many of the new arrivals are locating in areas where immigrants have not traditionally sought to live.

CSG outlines their perspective on the role immigrants play in state economies. The Council proposes that education of immigrants will be important to social and economic interests. It also notes that health

care systems must prepare for and respond to racial and ethnic differences and cultural and health literacy issues.

CSG concludes that if states invest now they will realize social and economic benefits.

You can read the entire report at:

www.csg.org/nr/csg/images/TrendsInAmericanFinal.pdf

Pyramid Power in Español

In case you did not see the message from Janet Tietzen, Associate Extension Professor at UK — the first set of My Pyramid publications in Spanish are now available from the Dept. of Family, Youth, and Community Sciences at the University of Florida:

<http://fycc.ifas.ufl.edu/>

pyramid/index.htm

These materials are translations of the series, "How Much of Each Food Group Should I Eat?" The topics covered include grains, fruits, vegetables, and milk products.

These materials are plain text and can be enhanced



with clip art of food products.

For more information about the Florida materials contact Linda Benjamin Bobroff, 352-392-1895 x 240, bobroff@ifas.ufl.edu

What do the terms "Hispanic" or "Latino origin" mean?

From the **Census 2000** and the American Community Survey (ACS):

People who identify with the terms "Hispanic" or "Latino" are those who classify themselves in one of the specific Hispanic or Latino categories listed on the Census 2000 or ACS questionnaire—"Mexican," "Puerto Rican," or "Cuban"

— as well as those who indicate that they are "other Spanish, Hispanic, or Latino." Origin can be considered as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Spanish,

Hispanic, or Latino may be of any race.

The **American Fact Finder** provides more social and economic data about people of Hispanic or Latino origin at —

http://factfinder.census.gov/home/saff/main.html?_lang=en

In 2002 the number of Hispanic-owned businesses was 1.6 million, up 31% from 1997. Their receipts were \$226.5 billion.

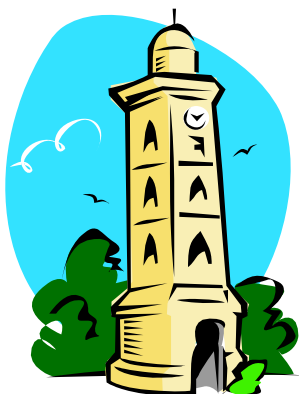
In the U.S., the real median income of Hispanics households was \$34,241 in 2004.

U.S. Census
September 2005

Did you know?

The number of Latino veterans of the U.S. armed forces is approximately 1.1 million. About 53,000 Hispanic-origin people were on active duty in 2003 in the United States.

**Kentucky
Cooperative
Extension
Service**



Programas de Radio en Español

Radio Programs- Pre-recorded radio programs are offered to commercial radio stations and to county Extension agents via audio compact disks and tape.

Programas de radio- Son programas pre grabados en español que se ofrecen a estaciones de radio comerciales y a agentes de la Extensión via la Internet y discos compactos de audio.

Scripts are available in both Spanish and English.

Go to: <http://www.ca.uky.edu/agc/AUDIO/spanishINDEX.HTM>

For more information, contact:
Bob DeMattina, Communications Specialist

Hispanic Media Outlets in Kentucky—a growing resource for Kentucky Cooperative Extension

Please help us build a resource directory of Spanish-language media outlets. Here are a few of those we are familiar with in Kentucky.—and we know there are more.

Send station or newspaper contact information to Bob DeMattina (UK Communications) or Keenan Bishop (Franklin County) so they can update the list as needed. **GRACIAS!**

NEWSPAPERS

El Nuevo Siglo

2039 Rainbow Road
Lexington, KY 40503
859-509-3208

Hoy en las Americas

P.O. Box 399
Shelbyville, KY 40065
502-298-4517

La Vereda

4211 Hunter Point
Owensboro, KY 42303
270-925-5503

La Voz de Kentucky

P.O. Box 54516
Lexington, KY 54516
859-621-2106

RADIO STATIONS & PROGRAMMING

La Buena 620/ WTMT

Spanish Radio
300 Distillery Commons, Suite 200
Louisville, KY 40206-1913
502-583-6200

WTSZ 105.7

Eminence, KY
502-589-6200

Radio Vida/WYGH

1440 AM
Spanish Radio
2001 South Main Street
Paris, KY 40361
859-420-6200

Radio Panther

1580 AM WXRA
2601 Nicholasville Rd,
Lexington, KY 40503
859- 280-1580