

NYU Langone Health  
Office of Science and Research  
Clinical and Translational Science Institute  
Integrating Special Populations Core  
Engaging Special Populations Best Practice Brief  
Latino/a/x Population  
12 April 2022

### Overview

#### Demographic Profile

The Hispanic or Latino/a/x community represents the largest immigrant group and the second largest racial ethnic group in New York City (NYC), comprising of almost 29% of the NYC population.<sup>1</sup> It is a diverse community, with more than 19 different ethnic subgroups within NYC.<sup>1</sup> NY has the fourth largest population of Hispanics or Latino/a/xs.<sup>2</sup> According to the 2019 U.S. Census, there was an estimate of 60.5 million persons of Cuban, Mexican, Puerto Rican, South or Central American, or Spanish origin living in the United States.<sup>2</sup> This group represents 18.4 % of the overall U.S. population.<sup>2</sup> Compared to the U.S.-born, 29% of the overall population is Latino/a/x (see Figure 2).<sup>1</sup>

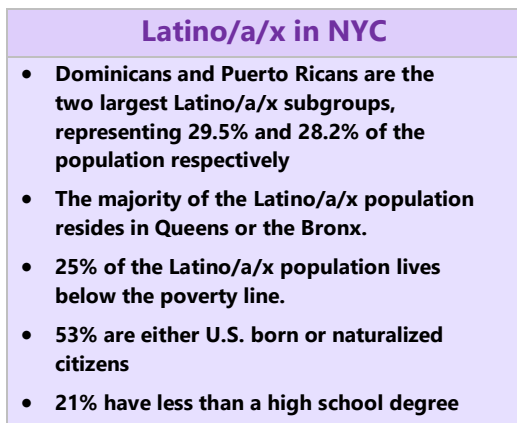


Figure 1. Latino/a/x demographic data taken from U.S. Census Bureau 2015 ACS community survey.

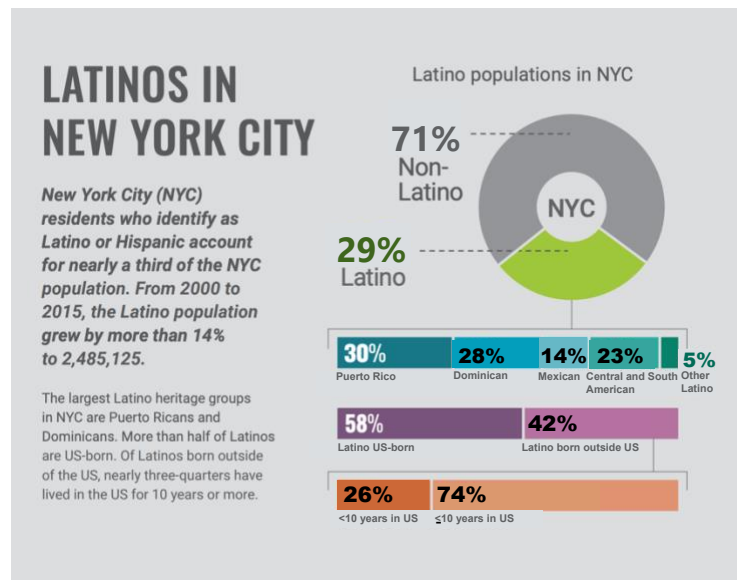


Figure 2. Demographic data of the Latino/a/x population within NYC, provided by NYCDOHMH.

#### Health Profile

The Latino/a/x community has a higher life expectancy for both men (79.1 years) and women (83.8 years) compared to non-Hispanic white men and women (76.5 years and 81.2 years respectively).<sup>3</sup> Despite long life expectancies, the Latino/a/x community still experiences poor health outcomes in areas, such as obesity, high blood pressure and diabetes.<sup>3</sup> According to the CDC, the U.S. Latino/a/x population has a 50% higher death rate from diabetes compared to non-Hispanic whites and a lower prevalence of both heart disease and cancer compared to non-Hispanic whites.<sup>3</sup> Latinos/as/xs have lower deaths than non-Hispanic whites from most of the 10 leading causes of death, however health risks vary by heritage and gender.<sup>4</sup> According to the CDC, Mexicans and Puerto Ricans are about twice as likely to die from diabetes as non-Hispanic whites.<sup>4</sup> Mexicans also are nearly twice as likely to die from chronic liver disease and cirrhosis as non-Hispanic whites.<sup>4</sup> Hispanics are as likely as non-Hispanic whites to have high blood pressure, whereas Hispanic women with high blood pressure are twice as likely as Hispanic men to get it under control.<sup>4</sup>

### Latino/a/x Engagement in Research

When conducting a community-engaged research study, it is important to address community health concerns. To properly address community needs, a study must have a certain level of community involvement (see Figure 3). The extent a research study involves a community will vary depending on the needs of the study. For example, if a study is on the right of the community engagement (CE) spectrum, there is greater community involvement, a stronger bidirectional relationship and shared leadership between researchers and the community.<sup>5</sup> Community-based participatory research (CBPR) studies are research studies formatted to incorporate community members into the research process.<sup>5</sup> The CBPR approach has shown much success in conducting research within disenfranchised communities since community engaged research facilitates trust and effective communication, which can later lead to community buy-in and future study sustainability.<sup>5</sup>

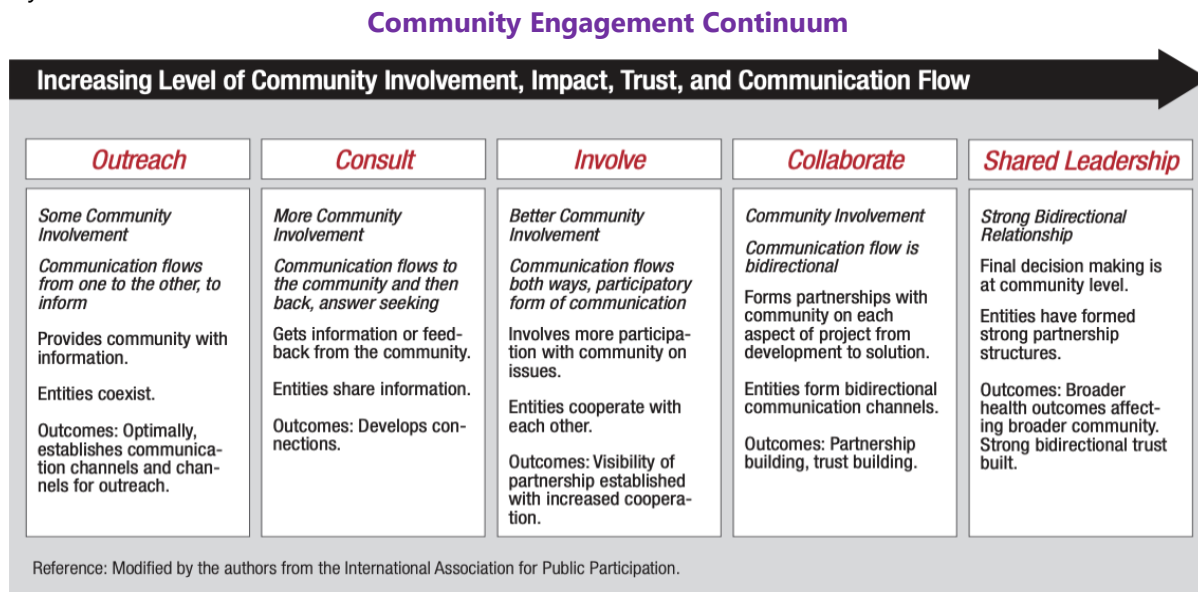


Figure 3. As study moves further to the right on the spectrum, the greater bidirectional relationship and shared leadership between researchers and the community.<sup>4</sup> Source: Principles of Community Engagement Report (2nd Ed.), Clinical and Translational Science Awards Consortium, Community Engagement Key Function Committee Task Force on the Principles of Community Engagement.

### Best Practices in Engaging the Latino/a/x Community

When specifically addressing the Latino/a/x community, there are several specific considerations for effective community engagement:

- Consider the importance of disaggregating Latino/a/x data as health concerns and outcomes can differ by nativity status, country of origin and duration of residence in United States<sup>6,7</sup>
- Establish interpersonal connections with community members, gatekeepers, and stakeholders (this is known as the cultural value called “personalismo”) by establishing a community advisory board<sup>8</sup>
  - Warm, interpersonal relationships help combat stigma, remove paranoia/skepticism and distrust of academic institutions<sup>8</sup>
  - Partnering with community leaders and members to create culturally and linguistically appropriate research study is a respectful and applicable way to honor the community and the integrity of the research process<sup>8</sup>
- Lead researchers should familiarize themselves with the community’s culture, history, and language to develop the necessary cultural awareness, knowledge, and skill prior to work with community<sup>8</sup>
  - Independent research, attending/participating in community events, gatherings, and support groups, and cultural competency trainings are all examples of ways to learn more about a target population<sup>8</sup>

## Recruitment Best Practices

### Outreach

- Recognize the community as a unit of identity by establishing partnerships with local community-based organizations (CBOs)<sup>9</sup>
- Utilize bilingual/bicultural research coordinators and/or other research staff members that can help ensure better communication with community members<sup>8,9</sup>
- Access CBO networks to promote the study among residents<sup>9</sup>
- Identify locations to reach out to community residents (e.g., libraries, Laundromats, restaurants, barbershops)<sup>9</sup>
- Post marketing flyers in target population neighborhoods<sup>9,10</sup>
- List research study via mass media (e.g., on local community radio broadcasts, on social media websites, in newspaper place advertisements and on local streaming or television stations)<sup>9,10</sup>
- Establish and emphasize long-term commitment to research study and overall CE process<sup>9</sup>
- Encourage study participants to recruit their friends and family, snowball sampling (also known as 'word of mouth' recruitment) is an effective outreach strategy in the Latino/a/x community<sup>9,10</sup>

### Scheduling and Costs

- Incorporate flexible data collection schedules in your protocol<sup>11</sup>
- Provide food (e.g., culturally congruent snacks, candy, and meals including holidays and birthdays when they coincided with study activities), childcare, transportation, or other family support services<sup>11</sup>
- Conduct data collection in familiar and comfortable venues (e.g., in community settings, such as faith-based centers, community centers)<sup>11</sup>
- Provide fair and culturally appropriate compensation for participation (cash typically preferred)<sup>11</sup>

### Education and Language

- Provide general community education about adverse effects and participant liability in clinical trials with consideration for literacy and health literacy<sup>12</sup>
- Write study materials in both English and Spanish using the transcreation approach (e.g., the process of adapting a message from one language to another while maintaining its intent, style, tone and social context).<sup>12,13</sup>
  - Key considerations for translating and adapting a message may include infusing culturally relevant themes, images, context, and meeting the health literacy and informational needs of the population of focus.<sup>13</sup>
- Provide options for participants to complete study measures independently or with the help of a research assistant<sup>12</sup>
- Provide options for study measures to be administered verbally<sup>12</sup>

### Cultural Sensitivity and Values

- Critically examine data collection questions and assess whether certain questions may be alienating and only include necessary demographic questions (e.g., sensitivity to questions about citizenship or income)<sup>11</sup>
- Consider cultural norms and values (e.g., understanding traditional values of family, "good will", community values, showing gratitude for participation, and giving certificates of completion are all important to consider when designing the study protocol)<sup>11</sup>
- Address participants with appropriate language to indicate mutual respect<sup>11</sup>

## Resources

### Works Cited

1. Greer S, Naidoo M, Hinterland K, Archer A, Lundy Da La Cruz N, Crossa A, Gould LH. (2017). Health of Latinos in New York City. NYCDOHMH; 1-32. <http://www1.nyc.gov/assets/doh/downloads/pdf/episrv/2017-Latinx-health.pdf>
2. OMH. (2021). Profile: Hispanic/Latino Americans. US Dept of Health and Human Services Office of Minority Health. <https://www.minorityhealth.hhs.gov/omh/browse.aspx?vl=3&lvlid=64>
3. U.S. Census Bureau. (2020). U.S. Census Bureau QuickFacts: New York City, New York; United States; Hispanic or Latino. <https://www.census.gov/quickfacts/fact/table/newyorkcitynewyork,US/RHI725219>
4. CDC. (2015). Vital Signs: Hispanic Health. Centers for Disease Control and Prevention, Office of Minority Health and Health Equity. <https://www.cdc.gov/vitalsigns/hispanic-health/index.html>
5. CTSA Community Engagement Key Function Committee. (2011). Principles of Community Engagement. Clinical and Translational Science Awards Consortium Community Engagement Key Function Committee Task Force on the Principles of Community Engagement. [https://www.atsdr.cdc.gov/communityengagement/pdf/PCE\\_Report\\_508\\_FINAL.pdf](https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf)
6. Daviglius ML, Talavera GA, Avilés-Santa ML, et al. (2012). Prevalence of Major Cardiovascular Risk Factors and Cardiovascular Diseases Among Hispanic/Latinx Individuals of Diverse Backgrounds in the United States. *JAMA*. 308(17):1775–1784. doi:10.1001/jama.2012.14517
7. Dominguez, K., Penman-Aguilar, A., Chang, M. H., Moonesinghe, R., Castellanos, T., Rodriguez-Lainz, A., Schieber, R., Centers for Disease Control and Prevention. (2015). Vital signs: leading causes of death, prevalence of diseases and risk factors, and use of health services among Hispanics in the United States - 2009-2013. *MMWR. Morbidity and mortality weekly report*, 64(17), 469–478.
8. Ojeda, L., Flores, L. Y., Meza, R. R., & Morales, A. (2010). Culturally competent qualitative research with Latinx immigrants. *Hispanic Journal of Behavioral Sciences*, 33, 184–203.
9. Sankara IC, Bross R, Brown AF... Kahn KL, et. al. (2015). Strategies to Build Trust and Recruit African American and Latino Community Residents for Health Research: A Cohort Study; 8(5), pp 412-420. <https://ascpt.onlinelibrary.wiley.com/doi/full/10.1111/cts.12273>
10. García AA, Zuñiga JA, Lagon C. (2017). A Personal Touch: The Most Important Strategy for Recruiting Latino Research Participants. *J Transcult Nurs*; 28(4):342-347. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5079844/>
11. Rhodes SD, Alonzo J, Mann-Jackson L, et al. (2018). Selling the product: Strategies to increase recruitment and retention of Spanish-speaking Latinos in biomedical research. *J Clin Transl Sci*. 2(3):147-155. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6269095/>
12. Nápoles AS, Stewart AL. (2018). Transcreation: an implementation science framework for community-engaged behavioral interventions to reduce health disparities. *BMC Health Serv Res*. 2018; 18: 710. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6134771/>
13. Frederick, JK. (2020). Four Strategies for Crafting Inclusive and Effective Demographic Questions. Ithaka S+R. <https://sr.ithaka.org/blog/four-strategies-for-crafting-inclusive-and-effective-demographic-questions/>

### Internal & External Resources

Research and Recruitment Resources	NYULH Trainings & Resources*	Health Profiles	National Organizations
<a href="#">NIH All of Us Research Program, US Dept of Health and Human Services</a>	<a href="#">CDC Plain Language</a>	<a href="#">American Cancer Society – Cancer Facts and Figures for Hispanics/Latinxs</a>	<a href="#">Latino Center for Health, School of Health Services, University of Washington</a>
<a href="#">Eliminating Disparities in Clinical Trials (EDICT) Project</a>	<a href="#">CDC Health Literacy</a>	<a href="#">Centers for Disease Control and Prevention (CDC) – Hispanic and Latinx and Tobacco Use</a>	<a href="#">National Latinx Education Institute</a>
<a href="#">Hispanic Community Health Study (HCHS)/Study of Latinos (SOL)</a>	<a href="#">CDC Select Terms for Populations</a>	<a href="#">CDC - Hispanic Health Vital Signs</a>	<a href="#">Unidos US, Latino civil rights and advocacy organization</a>
<a href="#">Hispanic Health Research Scientific Interest Group</a>	<a href="#">FOCUS Inclusive Mindset Training</a>	<a href="#">CDC Resources for Hispanic and Latinx Americans on Diabetes</a>	<a href="#">National Alliance for Hispanic Health</a>
<a href="#">US FDA Clinical Trial Diversity</a>	<a href="#">FOCUS Driving Change and Anti-Racism Training</a>	<a href="#">Latino and Hispanic American Health, Medline Plus, US National Library of Medicine</a>	<a href="#">Medical Organization for Latino Advancement</a>
<a href="#">National Institute on Minority Health and Health Disparities</a>	<a href="#">FOCUS Supporting Allyship and Anti-Racism at Work Training</a>	<a href="#">US Dept of HHS, Office of Minority Health, Hispanic/Latino American Health Profile</a>	<a href="#">Hispanic Federation, Health Programs</a>
<a href="#">The Inclusion of Ethnic Minority Patients and the Role of Language in Telehealth Trials</a>	<a href="#">FOCUS Discussing Racism Training</a>	<a href="#">Health of Latinos in New York City, NYC Dept of Health and Mental Hygiene, 2017.</a>	<a href="#">National Hispanic Medical Association</a>
<a href="#">Systematic Review of Barriers and Facilitators to Minority Research Participation</a>	<a href="#">FOCUS How to Speak Up Against Racism at Work Training</a>		<a href="#">League of United Latin American Citizens, Latino Health Disparities</a>
<a href="#">Strategies Addressing Barriers to Clinical Trial Enrollment of Underrepresented Populations</a>	<a href="#">FOCUS Design Thinking, Social Innovation, and Complex Systems Training</a>		<a href="#">Hispanic Health Coalition</a>
<a href="#">Latino immigrants, depressive symptoms, and cognitive behavioral therapy</a>	<a href="#">FOCUS Just Ask: Discussing Race Training</a>		<a href="#">Center for Latin American, Caribbean and Latino Studies</a>
	<a href="#">FOCUS Building Inclusive Work Communities Training</a>		
	<a href="#">FOCUS Strategies to Foster Inclusive Language Training</a>		
	<a href="#">FOCUS Inclusivity in Committed Allies Training</a>		
	<a href="#">FOCUS Leading Inclusive Teams Training</a>		
	<a href="#">FOCUS Confronting Bias: Thriving Across Our Differences Training</a>		
	<a href="#">FOCUS Addressing Unconscious Bias in Medicine Training</a>		
	<a href="#">FOCUS Managing a Diverse Team Training</a>		
	<a href="#">FOCUS Diversity, Inclusion and Belonging Training</a>		

Research and Recruitment Resources	NYULH Trainings & Resources*	Health Profiles	National Organizations
	<a href="#">FOCUS Strategic Resources and Support Services for Investigators &amp; Study Teams</a>		
	<a href="#">FOCUS Talking About Race at Work Training</a>		
	<a href="#">FOCUS Marketing to Diverse Audiences Training</a>		
	<a href="#">FOCUS Creating a Culture of Collaboration Training</a>		
	<a href="#">FOCUS Communicating Across Cultures Training</a>		
	<a href="#">FOCUS Best Practices for Managing Projects Across Cultures Training</a>		
	<a href="#">FOCUS Cultural Competency at NYULH Training</a>		
	<a href="#">FOCUS Interpersonal Communication Training</a>		

\* FOCUS only accessible with Kerberos ID