

NYU Langone Health  
Office of Science and Research  
Clinical and Translational Science Institute  
Integrating Special Populations Core  
Engaging Special Populations Best Practice Brief  
Latine Population  
24 May 2024

### Overview

#### Demographic Profile

The Hispanic or Latine community represents the largest immigrant group and the second largest racial/ethnic group in New York City (NYC), making up almost 29% of NYC’s population.<sup>1</sup> It is a diverse community, with more than 19 different ethnic subgroups within NYC.<sup>1</sup> New York has the fourth largest population of Hispanics or Latines.<sup>2</sup> According to the United States (U.S.) Census Bureau’s 2018 – 2022 American Community Survey (ACS) 5-Year Data Profile, there was an estimated 61.7 million people of Cuban, Mexican, Puerto Rican, South or Central American, or Spanish origin living in the United States, representing 18.4% of the total U.S. population.<sup>3</sup> Within the overall NYC population, 29% of NYC residents are Latine (see Figure 2).<sup>1</sup>

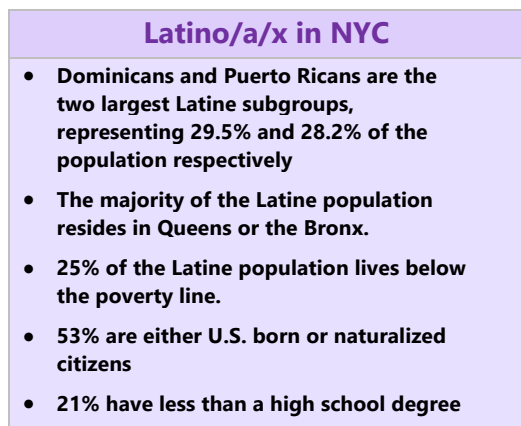


Figure 1. Latino/a/x demographic data taken from U.S. Census Bureau 2015 ACS community survey.

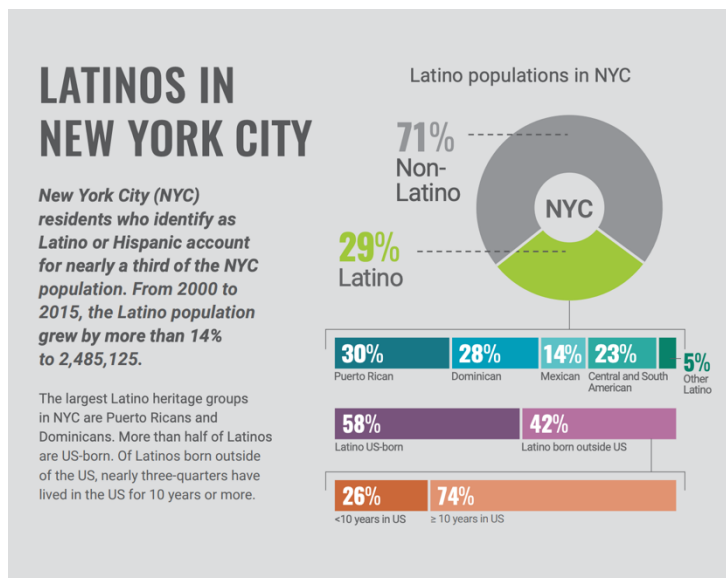


Figure 2. Demographic data of the Latino/a/x population within NYC, provided by NYCDOHMH.

#### Health Profile

Both men (79.1 years) and women (83.8 years) from the Latine community have longer life expectancies than non-Hispanic white men (76.5 years) and women (81.2 years).<sup>4</sup> Despite longer life expectancies, however, the Latine community still experiences poor health outcomes in areas such as obesity, high blood pressure, and diabetes.<sup>4</sup> According to the Centers for Disease Control (CDC), the U.S. Latine population has a 50% higher death rate from diabetes compared to non-Hispanic whites, as well as a lower prevalence of both heart disease and cancer compared to non-Hispanic whites.<sup>4</sup> Mexicans and Puerto Ricans are about twice as likely to die from diabetes as non-Hispanic whites.<sup>5</sup> Mexicans also are nearly twice as likely to die from chronic liver disease and cirrhosis as non-Hispanic whites.<sup>5</sup> Overall, Latines have lower death rates than non-Hispanic whites for most of the ten leading causes of death, but health risks vary by heritage and gender.<sup>5</sup> For instance, Hispanics are as likely as non-Hispanic whites to have high blood pressure, but Hispanic women with high blood pressure are twice as likely as Hispanic men to get their blood pressure under control.<sup>5</sup>

### Latine 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>6</sup> Community-based participatory research (CBPR) studies are research studies formatted to incorporate community members into the research process.<sup>6</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>6</sup>

#### Community Engagement Continuum

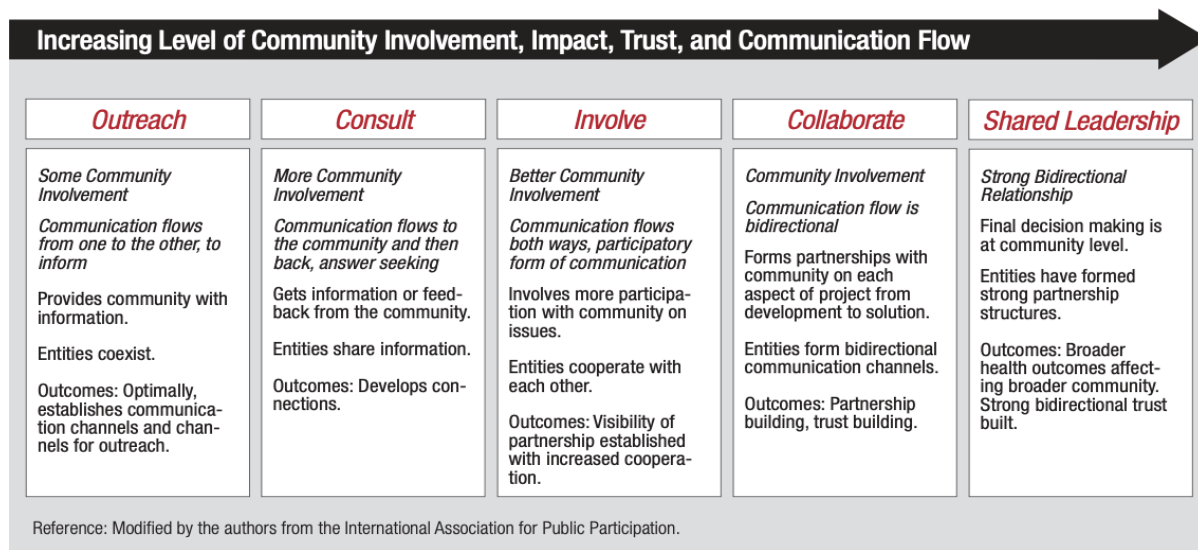


Figure 3. As study moves further to the right on the spectrum, the greater bidirectional relationship and shared leadership between researchers and the community.<sup>5</sup> Source: Principles of Community Engagement Report (2nd Ed.), Clinical and Translational Science Awards Consortium, Community Engagement Key Function Committee Task Force on the Principles of Community Engagement.

### Best Practices in Engaging the Latine Community

When specifically addressing the Latine community, there are several considerations for effective community engagement:

- Consider the importance of disaggregating Latine data since health concerns and outcomes can differ by nativity status, country of origin, and duration of residence in United States<sup>7,8</sup>
- Establish interpersonal connections with community members, gatekeepers, and stakeholders (known as the cultural value called *personalismo*), such as by establishing a community advisory board<sup>9</sup>
  - Warm, interpersonal relationships help combat stigma, remove paranoia/skepticism and distrust of academic institutions<sup>9</sup>
  - Partnering with community leaders and members to create culturally and linguistically appropriate research studies is a respectful and applicable way to honor the community and the integrity of the research process<sup>9</sup>
- Lead researchers should familiarize themselves with the community’s culture, history, and language to develop the necessary cultural awareness, knowledge, and skills prior to work with community<sup>9</sup>
  - Independent research, attending and 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>9</sup>

## Recruitment Best Practices

### Outreach

- Recognize the community as a unit of identity by establishing partnerships with local community-based organizations (CBOs)<sup>10</sup>
- Utilize bilingual/bicultural research coordinators and other research staff members who can help ensure better communication with community members<sup>9,10</sup>
- Access CBO networks to promote the study among residents<sup>10</sup>
- Identify locations to reach out to community residents (e.g., libraries, laundromats, restaurants, barbershops, and places of worship)<sup>10</sup>
- Post marketing flyers in target population neighborhoods<sup>10,11</sup>
- List research studies 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>10,11</sup>
- Establish and emphasize long-term commitment to research study and overall community engagement process<sup>10</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 Latine community<sup>10,11</sup>

### Scheduling and Costs

- Incorporate flexible data collection schedules in your protocol<sup>12</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>12</sup>
- Conduct data collection in familiar and comfortable venues (e.g., in community settings such as faith-based centers or community centers)<sup>12</sup>
- Provide fair and culturally appropriate compensation for participation (cash is typically preferred)<sup>12</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>13</sup>
- Write study materials in both English and Spanish using the transcreation approach (the process of adapting a message from one language to another while maintaining its intent, style, tone and social context).<sup>13,14</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>14</sup>
  - Translate study materials in preferred languages with consideration for personal literacy and organizational health literacy using plain language<sup>13</sup>
- Provide options for participants to complete study measures independently or with the help of a research assistant<sup>13</sup>
- Provide options for study measures to be administered verbally<sup>13</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, legal status, or income)<sup>12</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>12</sup>
- Address participants with appropriate language to indicate mutual respect<sup>12</sup>

## Resources

### Works Cited

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### 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="https://www.joinallofus.org/">https://www.joinallofus.org/</a>	<a href="#">FOCUS Strategic Resources and Support Services for Investigators &amp; Study Teams</a>	<a href="https://www.cancer.org/research/cancer-facts-statistics/hispanics-latinos-facts-figures.html">https://www.cancer.org/research/cancer-facts-statistics/hispanics-latinos-facts-figures.html</a>	<a href="https://latinocenterforhealth.org/">https://latinocenterforhealth.org/</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