

# Colorado Latino Health Care Survey

Matt Barreto, PhD  
Co-Founder and Principal  
Latino Decisions

Gabriel Sanchez, PhD  
Interim Exec Dir RWJ Center UNM  
Director of Research, Latino Decisions

Melanie Herrera Bortz, MPA  
Co-director Adelante con la Salud: Latino Health Care Engagement Project

Steve del Castillo, Ph.D  
Leadership Team Member Adelante con la Salud: Latino Health Engagement Project

May 21, 2013

# Latinos in Colorado and the ACA: Information and Solutions

Information,  
and attitudes

Needs and  
expected  
participation

Culturally  
competent  
strategies

1. What do Latinos know about the ACA?
2. Latino community health care access and financial burden
3. Information and communication – a blueprint for reaching out to Latinos

# The Research

## Sponsors:

Adelante con  
la Salud Latino

Latino  
Decisions

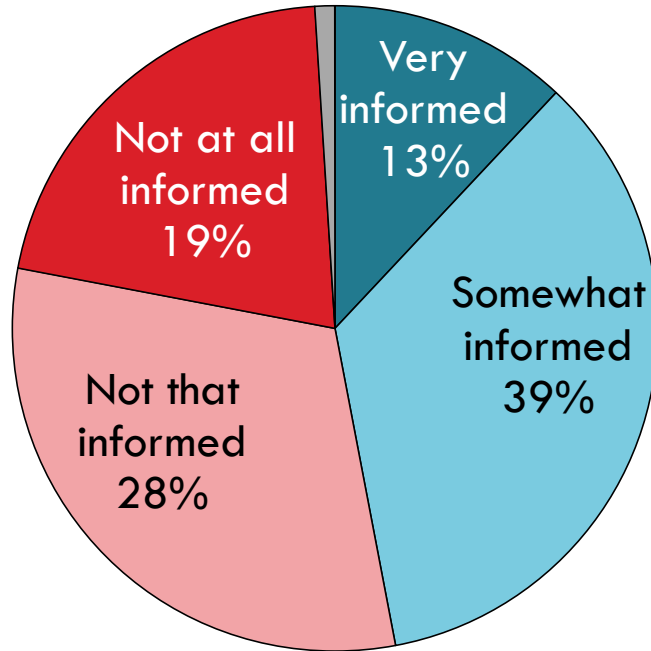
- ❑ 401 self-identified Latino adults
- ❑ No screen on citizenship or voter registration
- ❑ Conducted April 11-16
- ❑ All respondents selected at random
- ❑ Landline and cell-phone only households included along with on-line web sample
- ❑ Nominal margin of error is +/- 4.9%
- ❑ Interviews in Spanish or English at subject's discretion

COLORADO LATINOS:  
AWARENESS AND INTEREST IN  
THE AFFORDABLE HEALTH CARE ACT



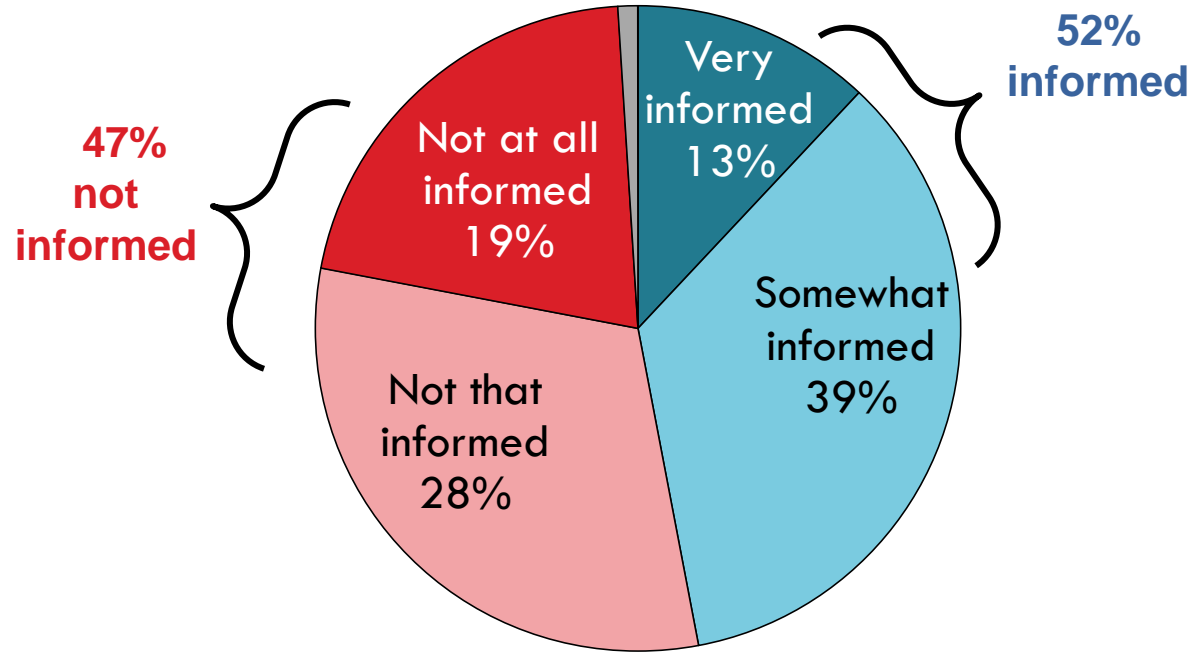
# ACA Awareness

How much do you know about the Affordable Care Act, sometimes called Obamacare?

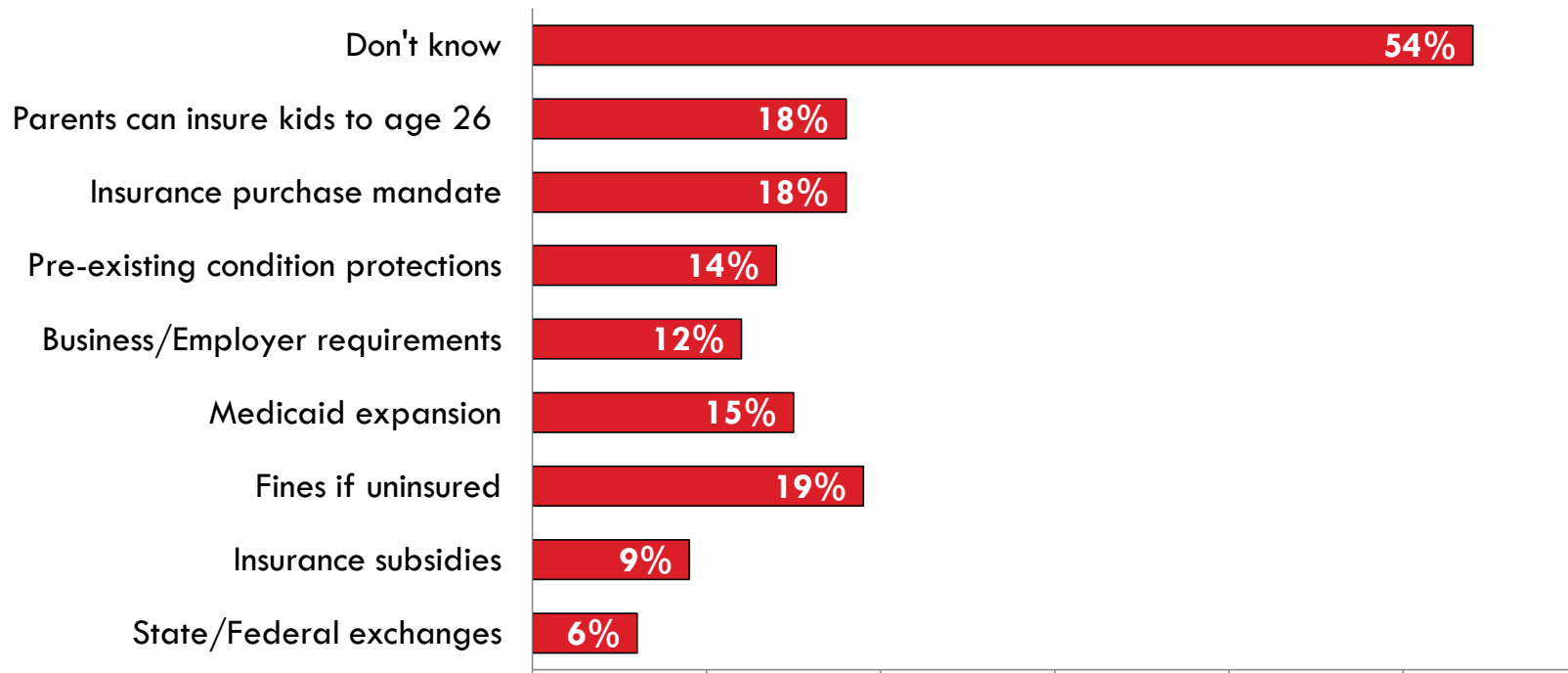


# ACA Awareness

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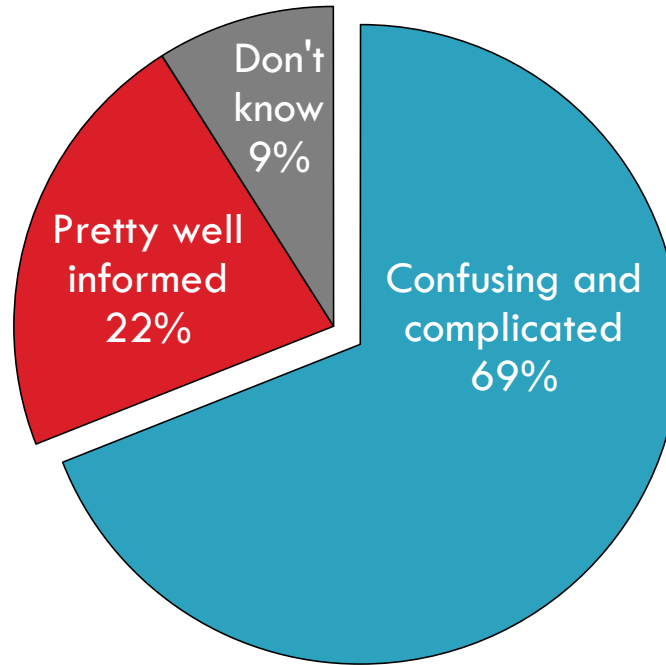


# Can you name any policies that are part of the new health care law?



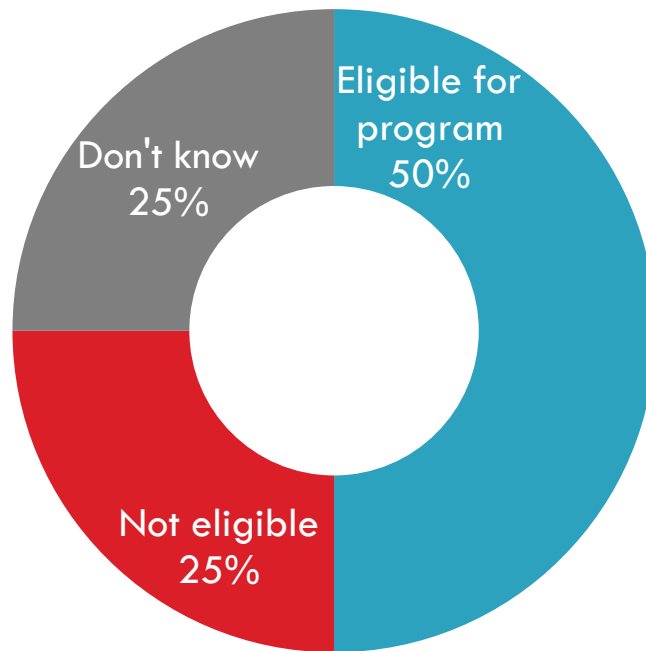
# Perceptions of the ACA

Generally speaking, which comes closer to your views of the new health care law?



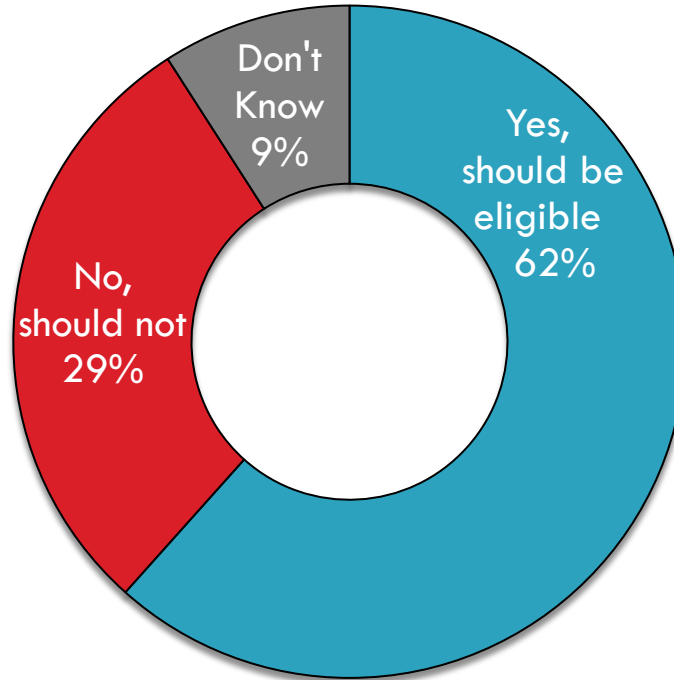
# Undocumented Immigrants & the ACA

Based on what you've heard about the ACA, which is an accurate description of how the law applies to undocumented immigrants?



# Undocumented Immigrants & the ACA

Regardless of what you've heard about the law, do you think undocumented immigrants should be able to access ACA benefits?

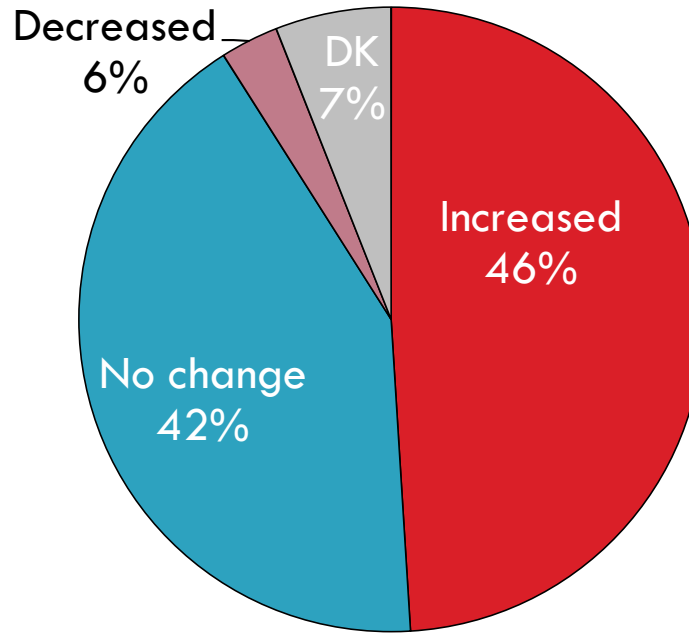


# HEALTH CARE COSTS: FINANCIAL AND HEALTH BURDENS



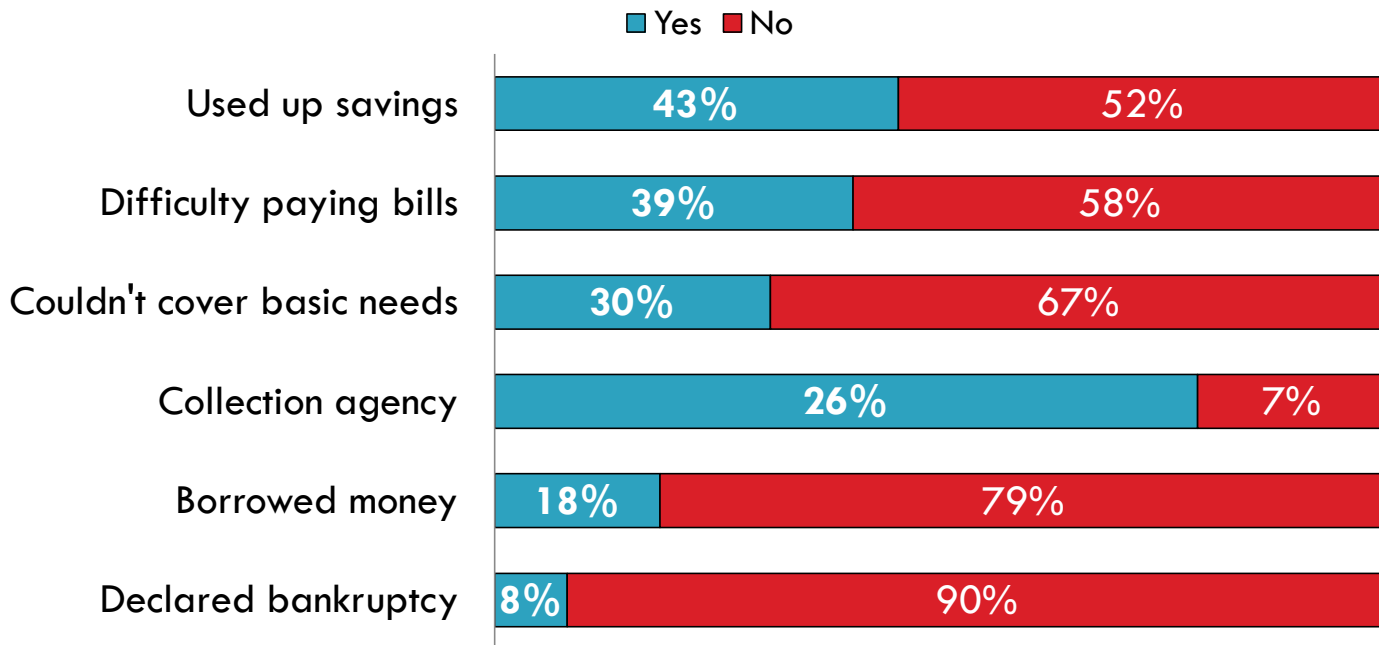
# Current State of Health Care Costs

In the past year has the total amount you pay for your family's health care increased, decreased, or remained the same?



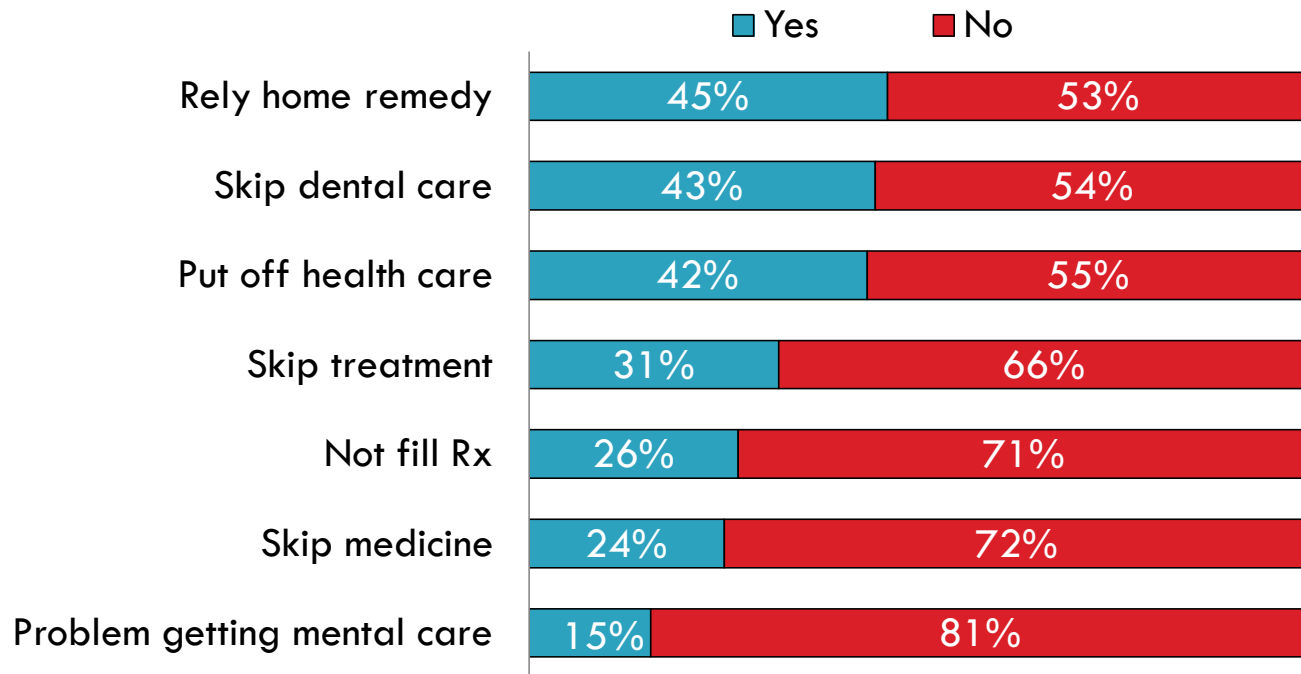
# Financial Burdens Health Care Poses

In the past twelve months, because of medical bills, have you:

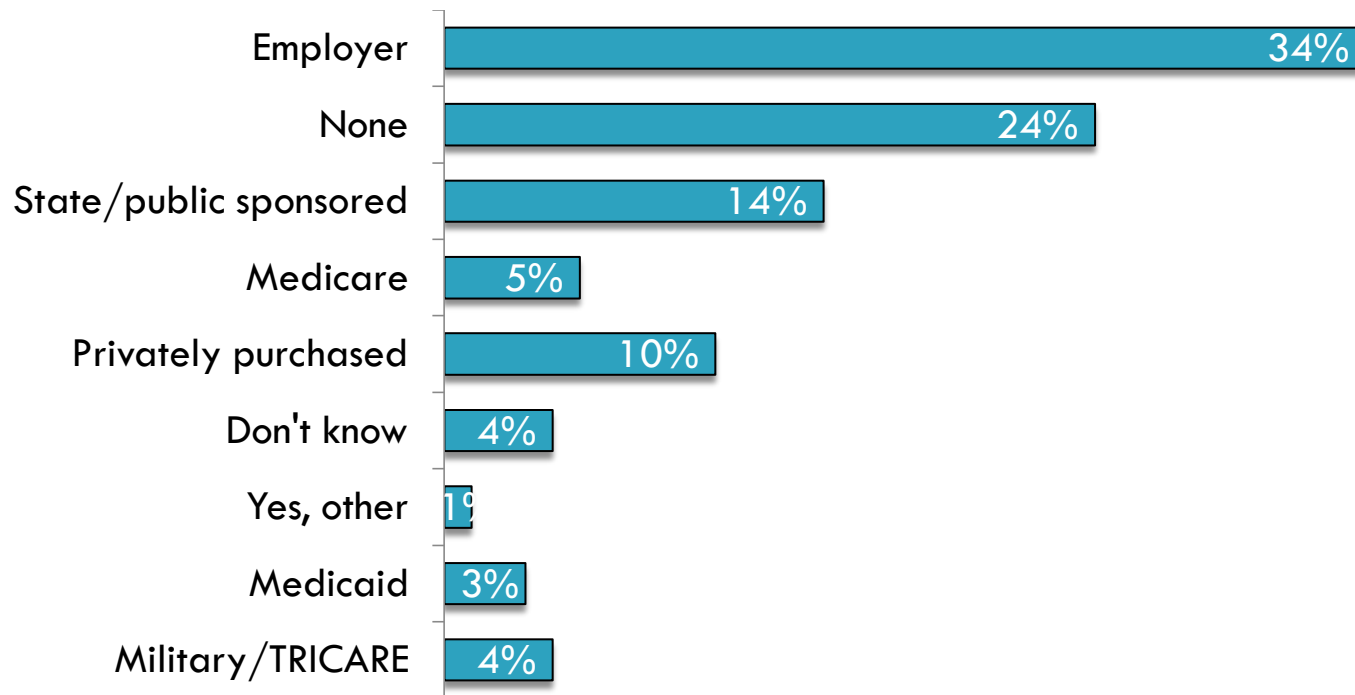


# Rationing Care Due to Financial Burden

In the past twelve months, because of medical bills, have you:

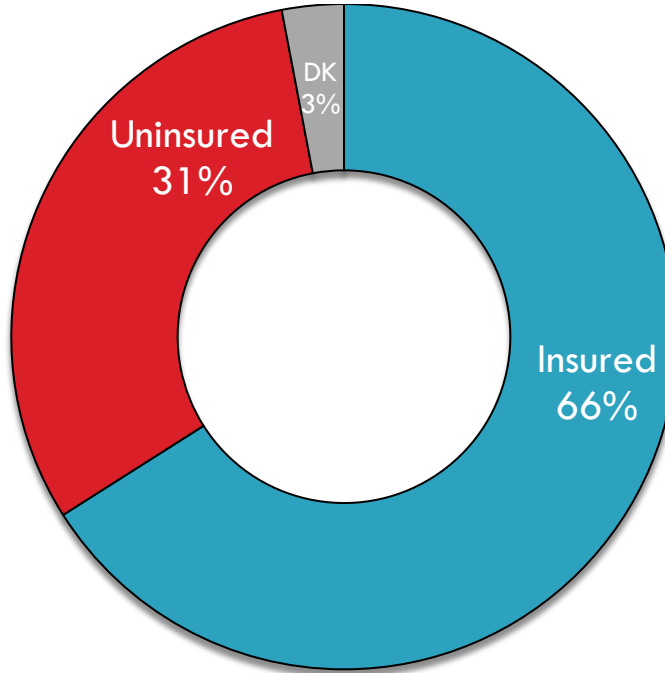


# Current Insurance Coverage



# Insurance coverage over last year

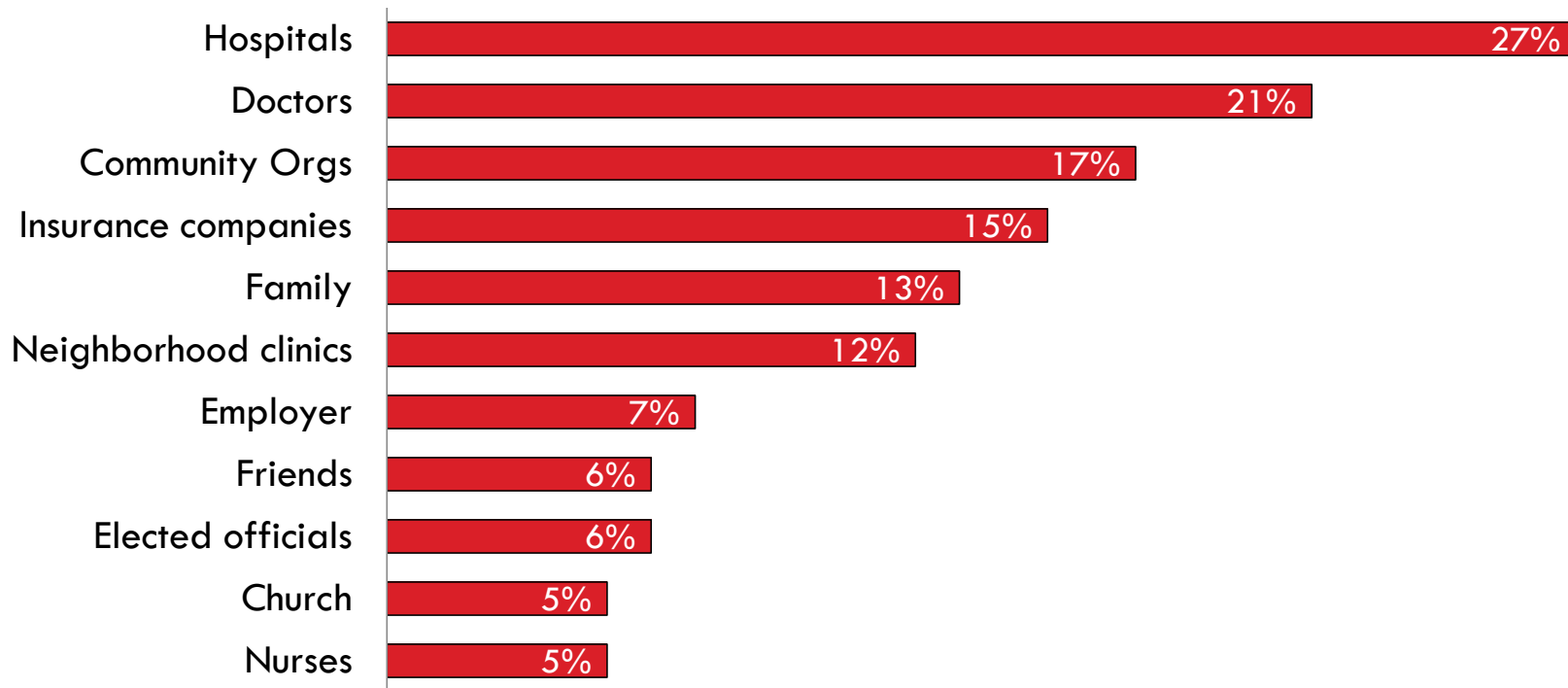
At any point during the last year, did you go without health insurance?



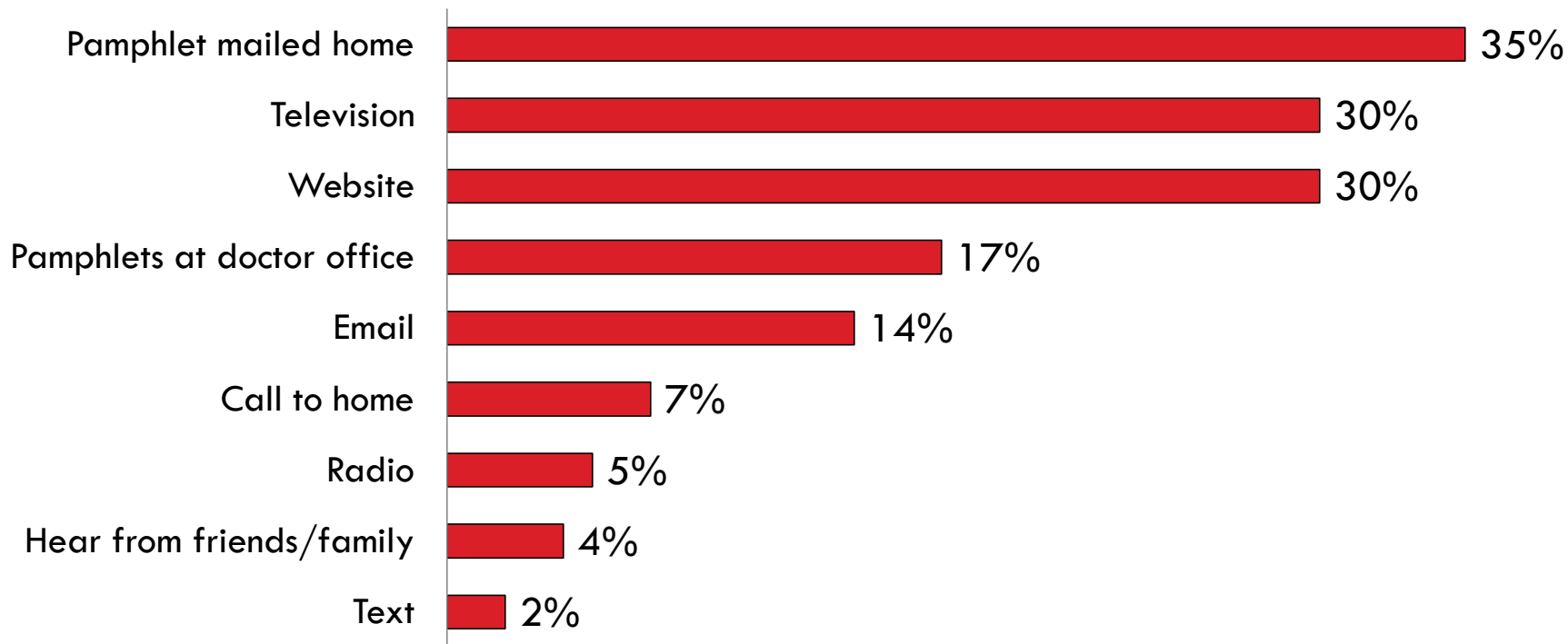
# MESSAGES AND MESSENGERS: CULTURALLY COMPETENT COMMUNICATION



# Trusted sources of information

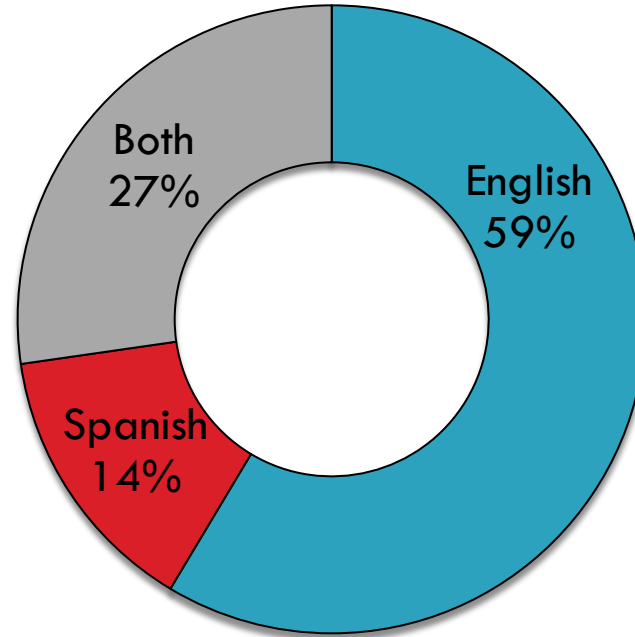


# Preferred ACA Information Format



# ACA information language preference

Which language(s) would you prefer to receive information about the new health care law?



# Concluding thoughts

1. Information is very low, but desire is very high
2. Federal government needs increased and improved outreach to Latinos about the ACA
3. Costs of health care are creating significant burdens on Latino families
4. Messages and messengers: blue print for outreach

# What is Adelante con la Salud: Latino Health Care Engagement Project?

- ✓ Using integrated media strategies and education and outreach the project we will develop culturally appropriate messages to both English- and Spanish-speaking Latinos about new benefits of the Affordable Care Act people will have if they are insured and expanded access to public health insurance programs and benefits if they are uninsured
- ✓ Target areas are Metro Denver, Northern and Southern Colorado
- ✓ Funding from the Colorado Health Foundation, Community Catalyst, Herndon Alliance, Department of Health and Human Service – Office of Minority Health and National Women's Law Center

THANK YOU!

