

# National 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



May 1, 2013

# Latinos 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:

impreMedia

RWJ Center  
for Health  
Policy at UNM

Latino  
Decisions

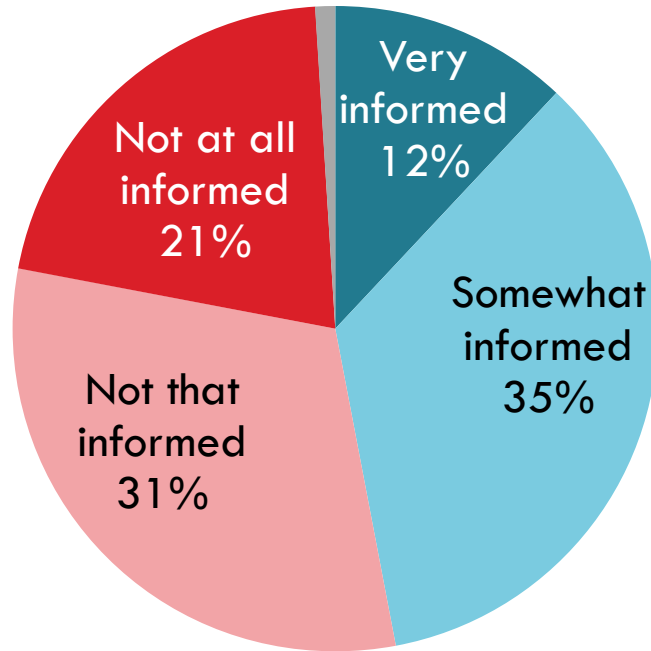
- ❑ 800 self-identified Latino adults
- ❑ No screen on citizenship or voter registration
- ❑ Conducted April 11-25
- ❑ All respondents selected at random
- ❑ Landline and cell-phone only households included
- ❑ Nominal margin of error is +/- 3.4%
- ❑ Interviews in Spanish or English at subject's discretion

AWARENESS AND INTEREST IN  
THE AFFORDABLE HEALTH CARE ACT  
AMONG LATINOS



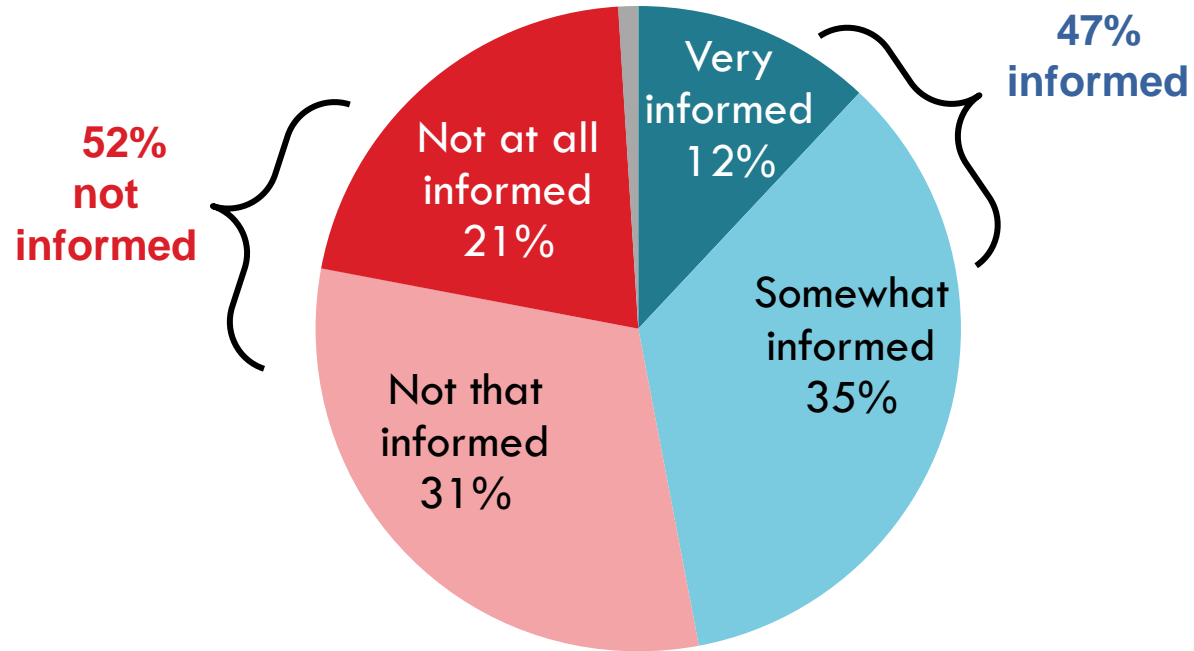
# ACA Awareness

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

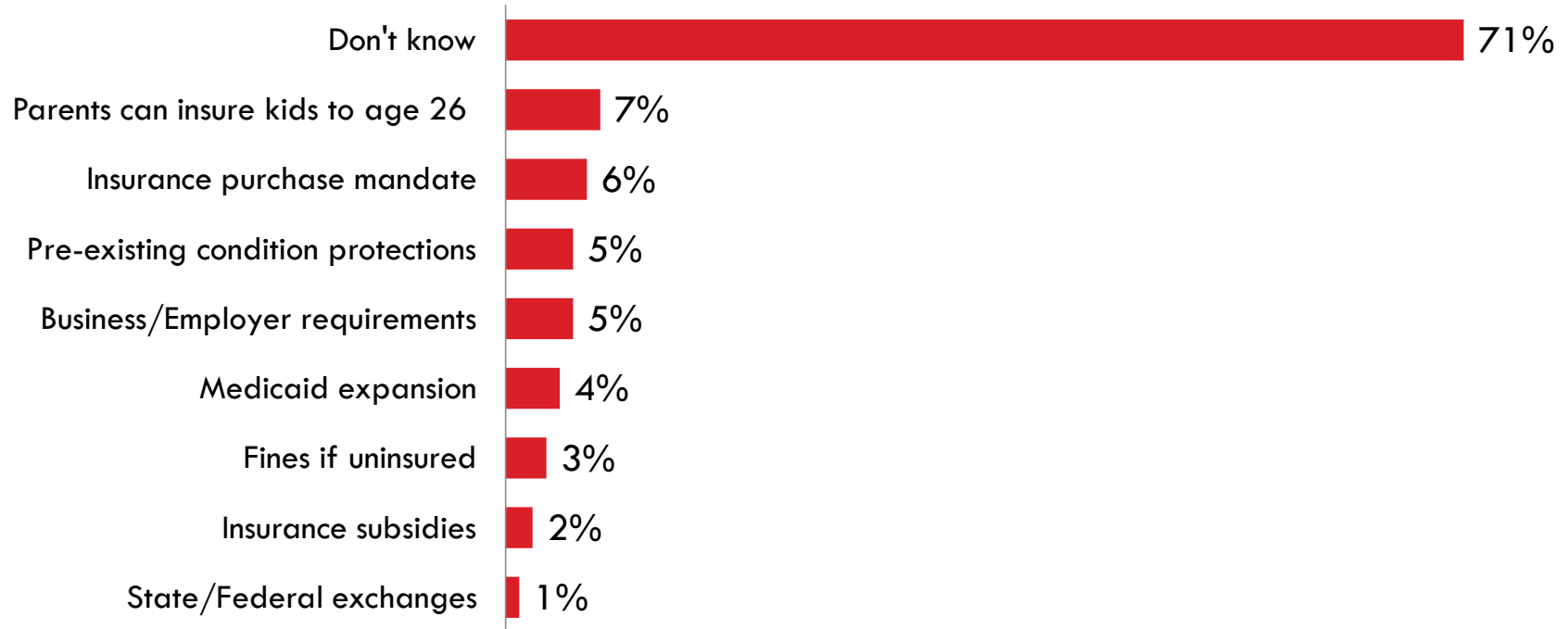


# ACA Awareness

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



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

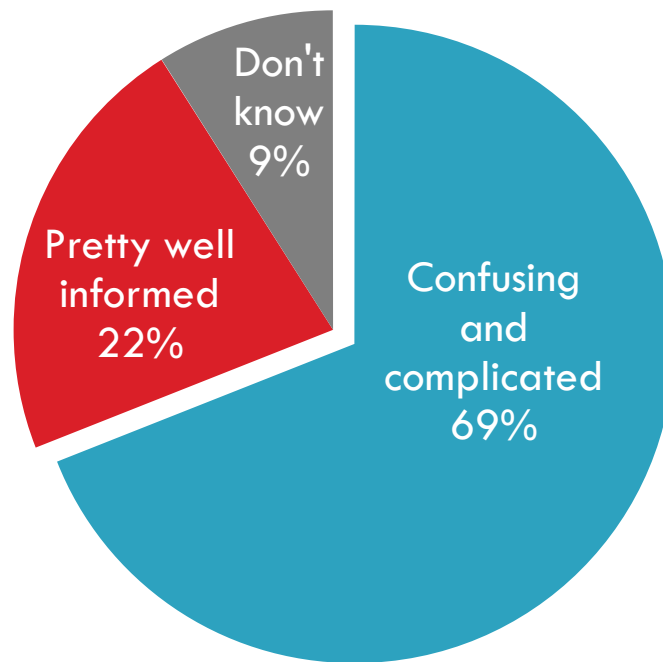


# Perceptions of the ACA

Which is closer to your views on the health care law?

A: The law is confusing and complicated

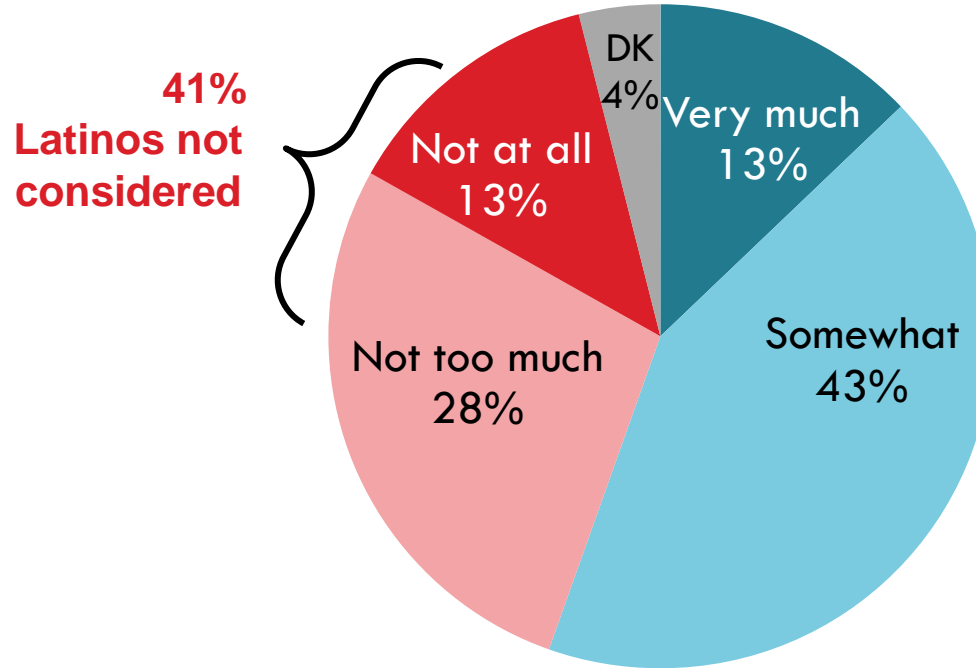
B: I feel pretty well informed about the law





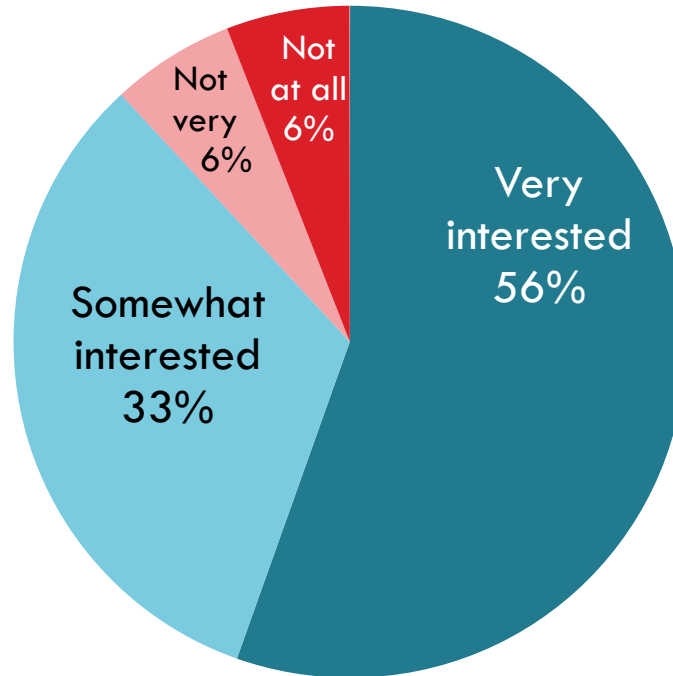
# Latino interests considered in ACA

How much did policy makers take Latino community health care needs into account when considering reforms?



# Latino interest in learning about ACA

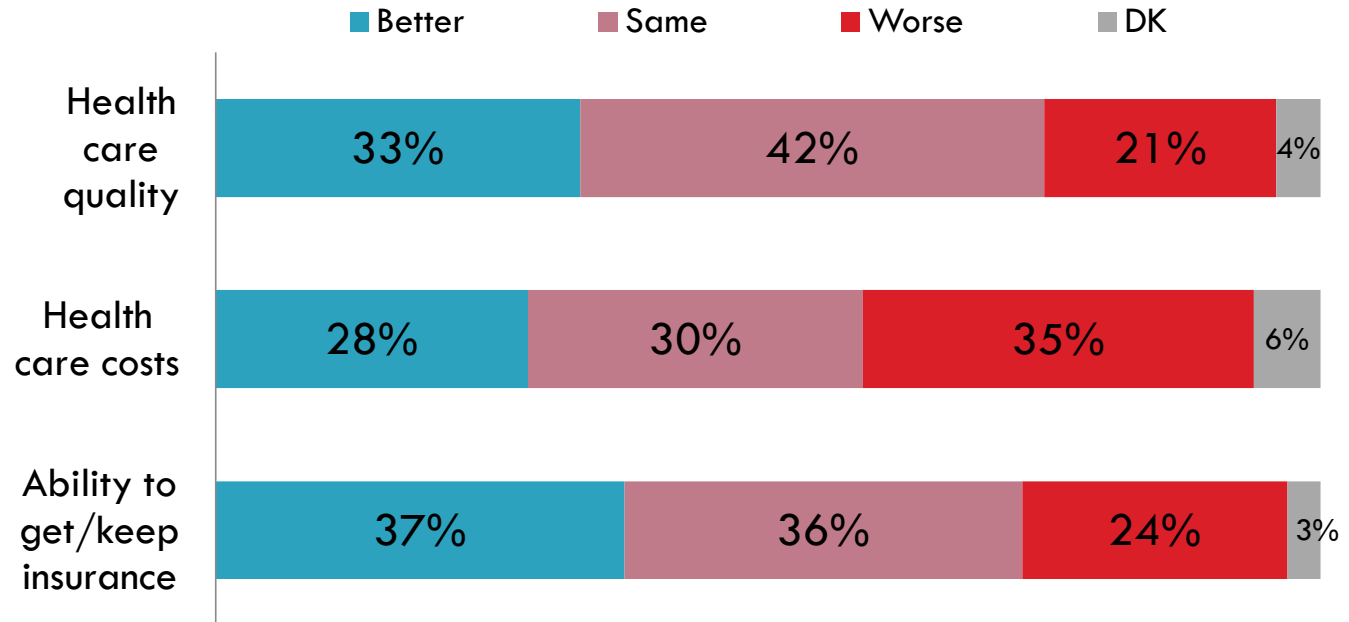
Are you interested in learning more about the new health care law?



**89%**  
**want to**  
**learn**  
**more**

# Perceived impact on personal situation

Will the new health care law make your personal circumstances better, worse or will they remain about the same?

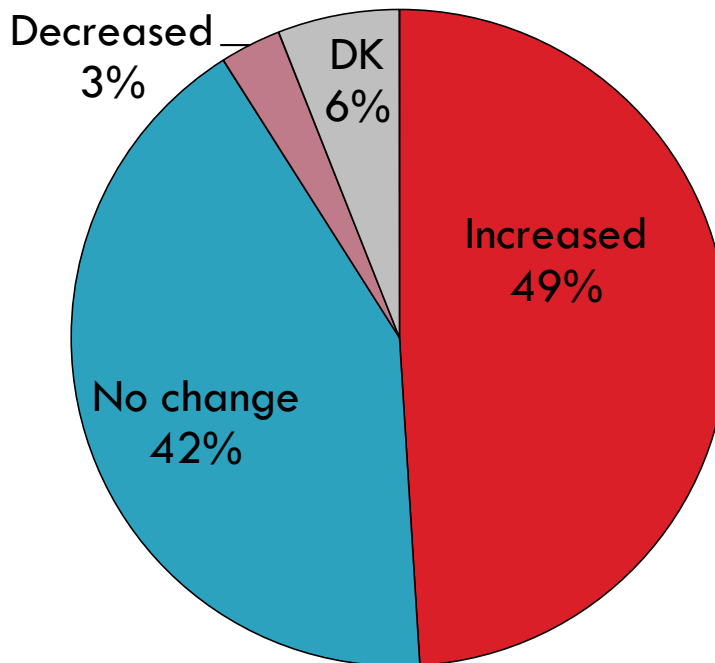


# HEALTH CARE COSTS: FINANCIAL AND HEALTH BURDENS



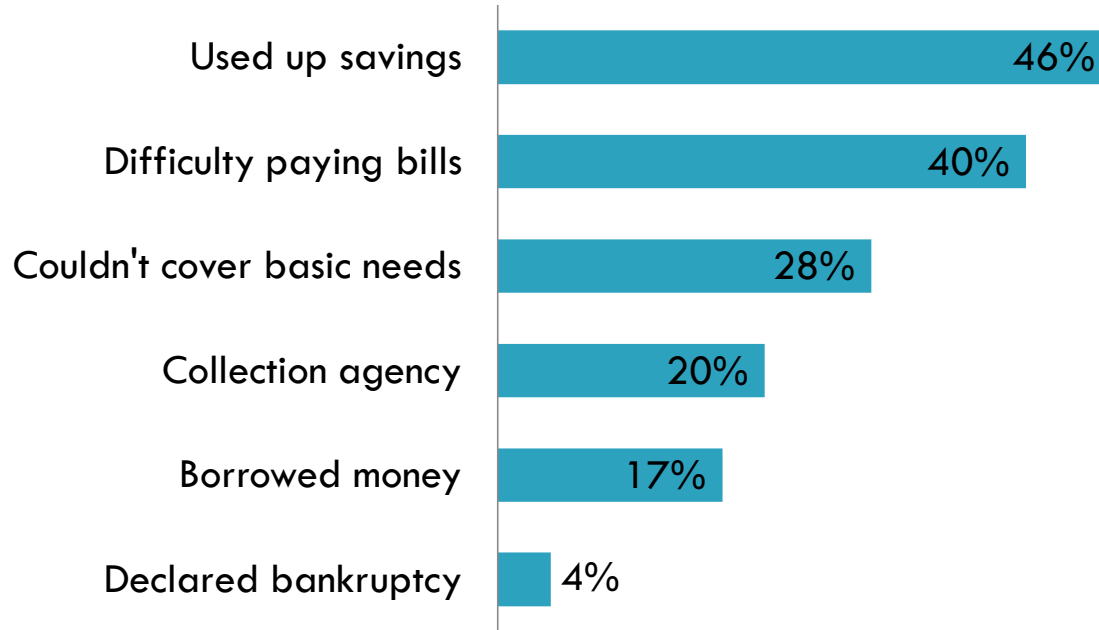
# Current State of Health Care Costs

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



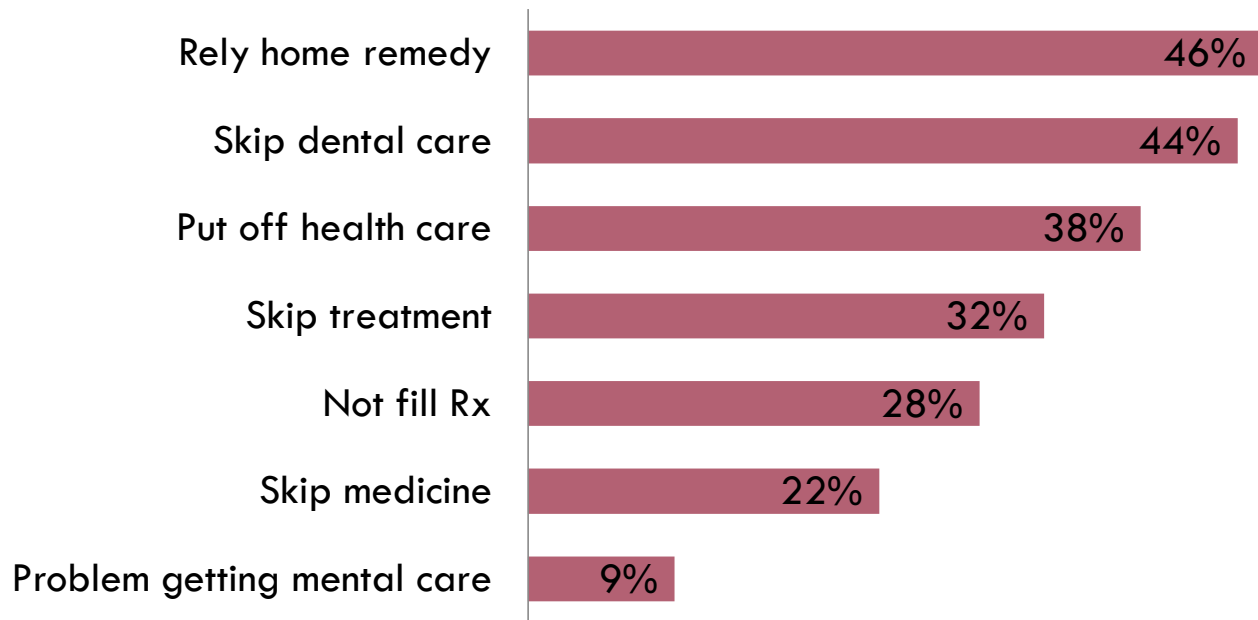
# Financial Burdens Health Care Poses

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

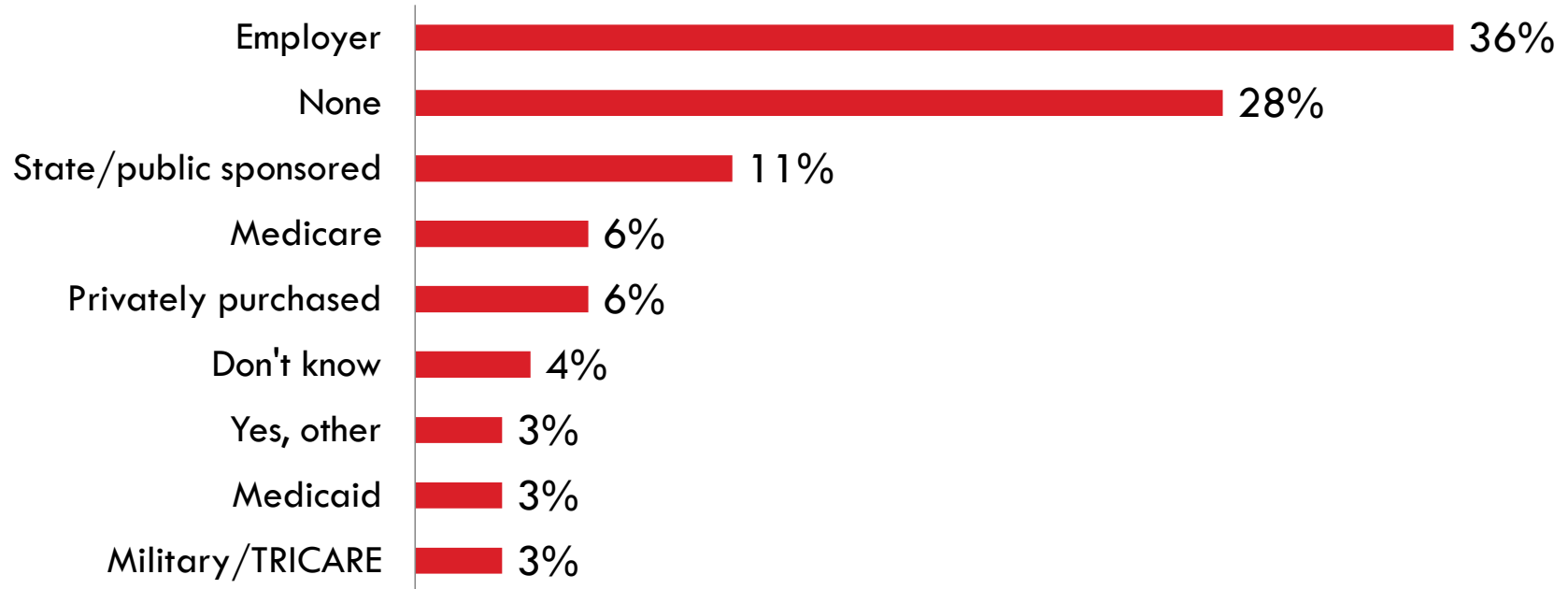


# Rationing Care Due to Financial Burden

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

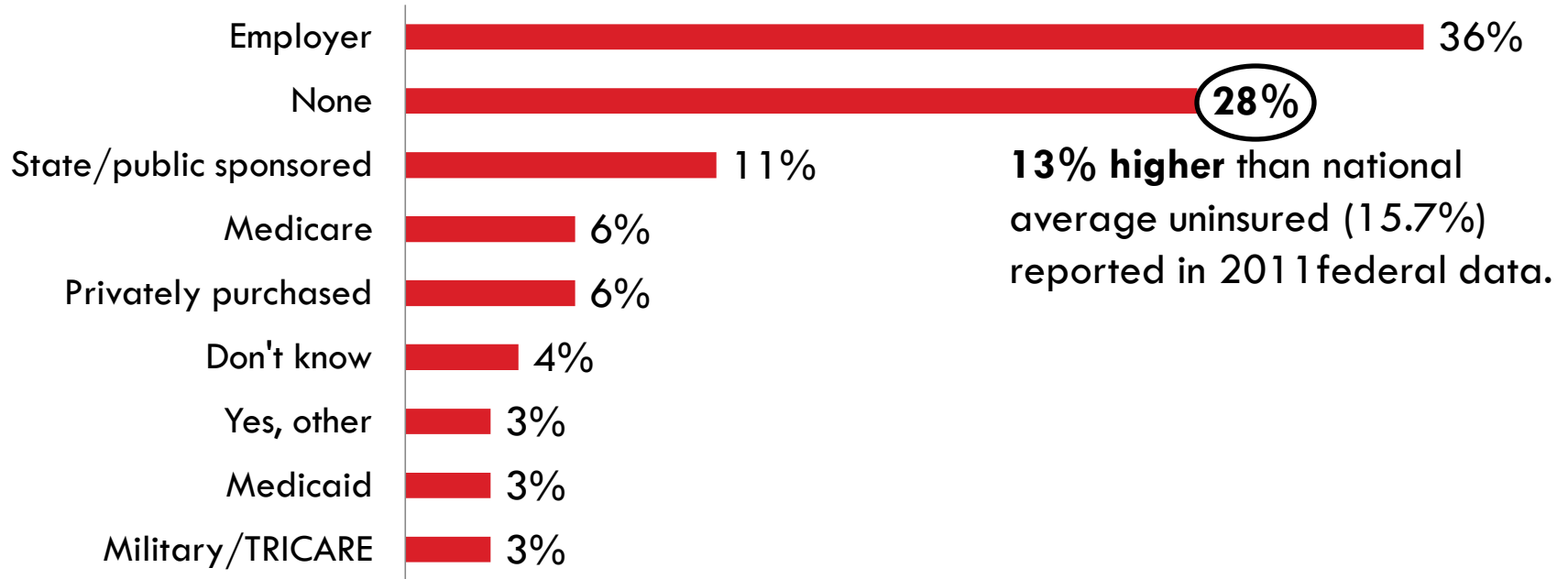


# Current Insurance Coverage





# Current Insurance Coverage



# Insurance coverage over last year

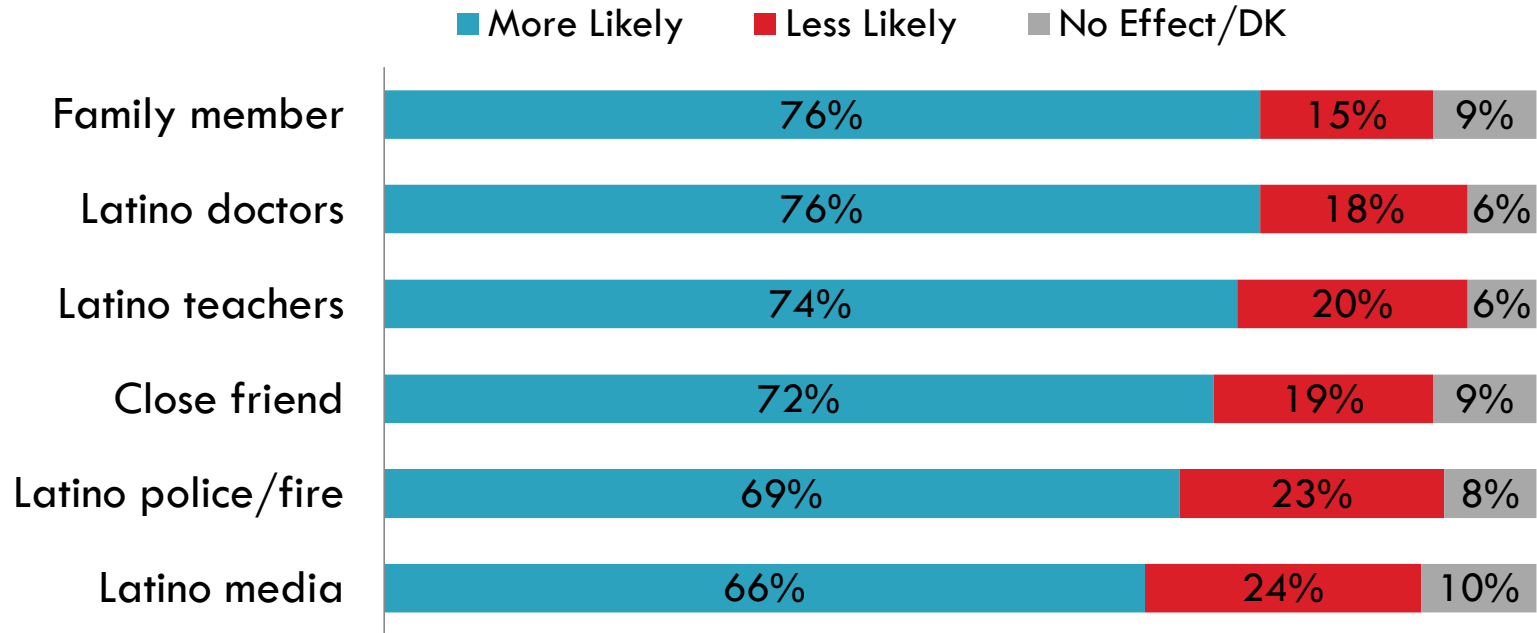
Did you or your family go without health insurance over the last four years at any time?

- 35% went without insurance for at least one month during the last year (2012)
- Additional 11% lost insurance for at least one month between 2009-2011
- Additional 9% said someone in their household lost their insurance during last year (2012)
- All told 55% of Latinos have been touched by the lack of insurance in recent times

# MESSAGES AND MESSENGERS: CULTURALLY COMPETENT COMMUNICATION

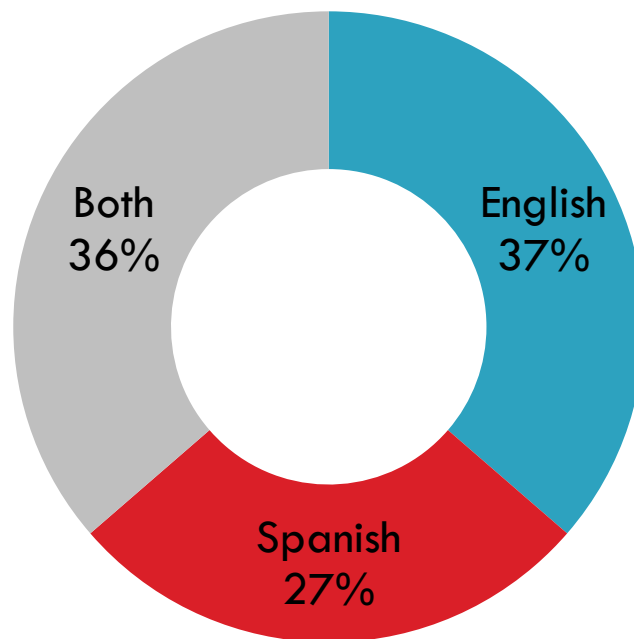


# Trusted sources of information



# ACA information language preference

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



# Opportunities to Engage

Does this information make you want to learn more about the new ACA or not?

- When read a short prompt with basic information about the ACA, over 80% of Latinos said they wanted to learn more about the ACA
- Top messages were about:
  - Coverage for OB/GYN visits, Women's health exams
  - Coverage for Diabetes, blood pressure, cancer tests
  - Increased diversity in the medical field
  - Tax credits for small business to cover employees

# 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

# THANK YOU!



Full toplines/results posted at [www.latinodecisions.com](http://www.latinodecisions.com)