



## Latino Community Action Plan

Chronic Disease Prevention  
2015

Presenters:

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## CLUES Overview

**Mission:** To advance the capacity of Latino families to be healthy, prosperous and engaged in their communities

**Main pillars:**

- Health and Family Wellbeing
- Economic Vitality
- Cultural and Civic Engagement
- Educational Achievement



## Health Disparities in the Latino Community

- **1 of every 2** Latino children born in the U.S. after 2000 will develop diabetes - 4-6 times higher than non-Hispanic Whites
- **77% of Latino adults and 39% of Latino children** are obese or overweight – similar trends in Ramsey County
- In 2013, nearly **40% of Latinos** in Minnesota reported that they hadn't done any physical activity in the last month
- Latino youth in Ramsey County smoke at a rate (14.7%) well higher than their peers (as low as 5.8%).



## Health Disparities in the Latino Community

- Low-income Latino neighborhoods have 1/3 the number of supermarkets as non-Latino neighborhoods and have up to **nine times** the density of outdoor advertising for fast food and sugary drinks as high-income White neighborhoods
- Nationwide, **more than 80%** of Latino neighborhoods do not have an available recreation facility, compared to **only 38%** of White neighborhoods
- The tobacco industry spends an estimated **\$157 million** a year to market its products in Minnesota, and continues to target communities of color at **disproportionate rates**



### Community Input Process

- CLUES hosted a series of input sessions to gather insight from Latino-serving organizations
- Advisory Committee:
  - St. Paul-Ramsey County Public Health
  - East Side YMCA
  - Cycles for Change
  - Consulate of Mexico
  - Saint Mary’s Health Clinics
  - CLEARCorps Minnesota
  - University of Minnesota Extension- SNAP
  - Neighborhood House



### Key Assets in the Latino Community

- Family Values
- Resilience
- Resourcefulness
- Existing leaders and community advocates
- Faith-based organizations
- Agricultural/plant knowledge



### Healthy Eating Recommendations

- **Policy**
  - Implement local government policies that limit advertising of unhealthy food in underserved communities.
- **Systems and Environmental**
  - Improve access to community raised garden bed initiatives that sprout small business neighborhood enterprises that increase social capital.
  - Financial incentives to corner stores, restaurants, and mercados who incorporate healthy food marketing strategies.
- **Other**



### Active Living Recommendations

- **Policy**
  - Share space and recreational facilities in local community that result in Shared Usage Agreements (SUA) – formal contracts between entities that outline terms and conditions for sharing public spaces for physical activity.
- **Systems and Environmental**
  - Invest in built environment to increase access to bike racks, trails, and street lighting.
  - Implement neighborhood and geographic centered initiatives that promote active spaces and increase access to physical activity.
- **Other**



## Tobacco Free Living Recommendations

- **Policy**
  - Implement tobacco free outdoor space policies members live, eat, work, play and worship.
- **Systems and Environmental**
  - Increase state and local policies that restrict the sale, advertising, and promotion of tobacco products in order to change the environment.
- **Other**



## Next Steps

- Distribute and conduct kick-off of Action Plan
- Continue to be involved in and lead community efforts to reduce disparities
- Seek funding to support identified priority areas

