

2006

Brochure and Schedule of Events, Latino Health Summit

Virginia Commonwealth University

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Inaugural Central Virginia

Latino Health Summit:

Latino Cultures and Beliefs in Health Care

November 16 – 17, 2006

Greater Richmond Convention Center
Richmond, Virginia

Hosted by:

VCU

**Center on
Health Disparities
&
School of
World Studies**

GUEST SPEAKERS

Anthony Basch, JD

Attorney, Kaufman & Canoles
Department of Corporate Health Care
Richmond, VA

Joseph Betancourt, MD, MPH

Director, The Disparities Solutions Center
Director, Leading Change: The Disparities
Solutions Initiative Senior Scientist,
The Institute for Health Policy in Medicine
Director of Multicultural Education,
Massachusetts General Hospital
Assistant Professor of Medicine and
Public Health Harvard Medical School
Boston, MA

Fabiana Borkowsky, BS

Chairwoman for Health Committee
Virginia Latino Advisory Board
Resident, Northern Shenandoah Valley
Immigrant Resource Center
Professional Interpreter/Translator
Woodstock, VA

Vivian Bruzzese, MD

Director of HIV Programs, Cross Over
Health Center
Richmond, VA

Paul Cushing, BA

Regional Manager, U.S. Department of
Health and Human Services
Office for Civil Rights (Region III)
Philadelphia, PA

Jane Delgado, PhD

President & CEO, The National Alliance
for Hispanic Health
Washington, DC

Debra Dowd, JD

Attorney, Kaufman & Canoles
Department of Immigration Law
Richmond, VA

Maria Gomez, RN, MPH

President & CEO, Mary's Center for
Maternal and Child Care, Inc.
Washington, DC

Alejandro Muzio

Director of Training & Outreach
Northern Virginia Area Health Education
Center
Alexandria, VA

Jeffrey Nelson, MPH, MSW

Policy Analyst Senior, Department of Medical
Assistance Services
Division of Policy and Research
Richmond, VA

Jennifer Ng'andu

Health Policy Analyst, National Council of La Raza
Washington, DC

Guadalupe Pacheco, Jr., MSW

Special Assistant to the Director
Office of Minority Health
Department of Health and Human Services
Rockville, MD

Yolanda Partida, MSW, DPA

Director, Hablamos Juntos NPO
UCSF Fresno Medical Education & Research
Fresno, CA

Grace Perez

Executive Director, Violence Intervention
Program, Inc. Board of Directors National Latino
Alliance for The Elimination of Domestic Violence
New York, NY

Elita Rosillo-Christiansen, MA, MPA

Vice President, Community Health/Cultural
Competence Division
Inova Health System
Falls Church, VA

Francisco Semião, MS, MPH

Director of Program Development,
System Quality Services
Adventist HealthCare
Rockville, MD

Rudy Valenzuela, FSP, MSN, RN, FNP-C

President, National Association of Hispanic Nurses
Dean, Administration and Student Services
St. Francis Career College
Lynwood, CA

Amy Wilson-Stronks, MPP, CPHQ

Associate Project Director
Joint Commission on Accreditation of Healthcare
Organizations
Oakbrook Terrace, IL

Andrea Zaldivar, MS, C-ANP, CDE

Clinical Director, North General Hospital
New York, NY

MODERATORS & TABLE DISCUSSANTS

Camilo Castillo, MD

Clinical Research Coordinator
Dept. of Medicine and Spinal Cord Injury
McGuire Research Institute,
McGuire VA Medical Center
Richmond, VA

Kevin Fergusson, MD, MSHA

Medical Director, Quality Improvement
Organization Support Center
Virginia Health Quality Center
Glen Allen, VA

Milagritos (Millie) Flinn

Hispanic Coordinator, VCU School of Nursing
Richmond, VA

Mayra Granados

Hispanic Marketing & Outreach Liaison
Virginia Department of Medical Assistance
Services
Richmond, VA

Claire Guthrie Gastañaga, Esq.

Principal, CG2 Consulting
Richmond, VA

Dennis Hunt, PhD

Executive Director, Center for Multicultural
Human Services
Falls Church, VA

Elizabeth Lee-Rey, MD

Co-Director, Albert Einstein College of Medicine
Yeshiva University
Bronx, NY

Lilia Mayer, EdM

Project Coordinator, Physician Office Quality
Initiatives
Virginia Health Quality Center
Glen Allen, VA

Brett Allen Rosenberg, PhD

Assistant Professor, VCU School of World Studies
Richmond, VA

Francisco Semião, MS, MPH

Director of Program Development
System Quality Services
Adventist HealthCare
Rockville, MD

Wally Smith, MD

Chairman, Division of Quality Health Care
VCU Department of Internal Medicine
Richmond, VA

Carolina Velez

Immigrant Community Liaison
Refugee and Immigration Services
Richmond, VA

COURSE DESCRIPTION

The 2000 U.S. Census reveals that Latinos are this nation's fastest growing minority population. According to the Greater Richmond Area Immigrant Health Needs Assessment, more than 20,000 persons immigrated into the Greater Richmond Area between 1990 and 2000. Latin Americans represent one of the largest population groups immigrating to the area, with a growth rate of five times the overall population. This Summit seeks to equip health care providers, community leaders and individuals involved in the provision of health services with information, knowledge and resources to better serve the growing Latino population in Central Virginia.

Nationally known leaders and researchers will be brought together in a critical mass to share their knowledge and experience with regard to demographic trends, key health issues, current best practices in healthcare, and key provider and patient resources for achieving better health outcomes for Latinos. Plenary sessions include opportunities for interaction with speakers and colleagues. Small group breakout sessions on selected topic areas related to Health Policy and Administration, Language Access, and Culture and Health will provide further opportunities for learning and interaction. Participants may select two breakout sessions. Breakout session assignments will be made on a first-come, first-served basis due to seating restrictions (please indicate your first and second choices for each session in the space provided on the course registration form).

COURSE REGISTRATION

Limited space is available and registrations will be on a first-come first-served basis. All registration fees are Non-Refundable. The course registration fee is \$60.00 (\$25 for students). The registration fee includes tuition, course materials, dinner, continental breakfast, lunch and coffee breaks. Scholarships are available.

SCHOLARSHIPS

A limited number of scholarships are available in cases of financial need. For more information about how you can apply for a scholarship, please contact Bill Nelson at bill.nelson@vdh.virginia.gov

ACCREDITATION AND CREDIT

The School of Medicine, Virginia Commonwealth University, Medical College of Virginia Campus (VCU), is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians may claim up to 8.5 hours in Type 1 or Type 2 CME on the Virginia Board of Medicine Continued Competency and Assessment Form required for renewal of an active medical license.

VCU designates this educational activity for a maximum of 8.5 AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity has been reviewed and is acceptable for up to 8.5 Prescribed credits by American Academy of Family Physicians

This continuing education activity meets the criteria of Virginia Commonwealth University and the Southern Association of Colleges and Schools. A maximum of 8.5 CEUs will be awarded and recorded with the University.

HOTEL ACCOMMODATIONS

We recommend the downtown Richmond Marriott Hotel which is located at 500 East Broad Street in Richmond, Virginia. This hotel is adjacent to the Convention Center. The Summit room rate is \$119.00 plus tax for single or double occupancy. Be sure to mention that you are attending the Latino Health Summit to get the conference rate. Check-in time is 4:00pm and check-out time is 12:00pm. To make reservations call them directly at 804/643-3400.

CONFERENCE SITE

The Greater Richmond Convention Center is located at 401 North 3rd Street in Richmond, Virginia.

PARKING: Directions and fees are located at www.richmondcenter.com
Click on Parking on left side of the screen.

For additional information, please contact:

Carole Hetteema, Conference Manager

**VCU Office of Continuing Professional Development & Evaluation Studies
Box 980048**

Richmond, VA 23298-0048

Telephone: 804/828-3640 or 800/413-2872

Website: www.medschool.vcu.edu/cme/calendar.html

Email for More Information: cmeinfo@vcu.edu

VCU is an equal opportunity/affirmative action employer. If special accommodations are needed, please contact us at 804/828-3640.

PROGRAM OBJECTIVES

At the conclusion of this Summit, participants should be able to:

- Describe the demographic trends of Latinos in Virginia
- List the key health issues facing the Latino population in Virginia
- Define and discuss the cultural and linguistic barriers to healthcare encountered by Latinos
- Describe effective strategies and best practices for overcoming the cultural and linguistic barriers to healthcare encountered by Latinos
- Identify key provider and patient resources

Thursday, November 16, 2006

PM

- 3:00 – 4:30** **Exhibit Set Up (Exhibits Open on Friday)**
- 5:00 – 6:00** **Registration Open**
- 6:00-6:05** **Welcome and Introduction**
Presenter: Wally Smith, MD
- 6:05– 6:45** **Cultural and Linguistic Barriers to Health Care:
The Patient’s Voice**
Presenter: Joseph Betancourt, MD, MPH
Dr. Betancourt will examine some of the cultural and linguistic barriers to health care experienced by Latino patients and introduce participants to an award-winning training resource entitled *Worlds Apart: A Four-Part Series on Cross-Cultural Healthcare*. Filmed in patients’ homes, neighborhoods and places of worship, as well as hospital wards and community clinics, these unique trigger films follow four real patients and their families as they face critical medical decisions. Each of the four modules provides a balanced yet penetrating look at both the patients’ cultures and the culture of medicine. Participants will view the video module about Alicia Mercado. Alicia is a Puerto Rican immigrant who has struggled with diabetes, hypertension and asthma for years and has strong beliefs about using natural home remedies to manage her chronic conditions.
- 6:45 – 7:45** **Dinner and Discussion**
*Facilitators: Camilo Castillo, MD; Milagritos Flinn;
Mayra Granados; Lilia Mayer, EdM;
Wally Smith, MD; Carolina Velez*
Participants will engage in facilitated discussion at their respective dinner tables about the Alicia Mercado video module. Participants will share their overall impressions of what they just saw and heard and discuss one of the following issues introduced by the video: 1) the patient’s perspectives on chronic disease; 2) social stressors and support networks; 3) fears about potential consequences of medications; and 4) complementary/alternative therapies (home remedies). Table participants will have the opportunity to report out to the large group the highlights of their discussion.
- 7:45 - 7:55** **Stretch Break**
- 7:55 – 8:55** **Effective Strategies for Delivering Culturally
Appropriate Health Care Services to Latinos**
Moderator: Joseph Betancourt, MD, MPH
*Panelists: Maria Gomez, RN, MPH
Rudy Valenzuela, FSP, RN, MSN, FNP-C*
Dr. Betancourt will highlight key “take-home points” from the Alicia Mercado video module. Panel members will share their experiences and describe strategies for effectively addressing cultural barriers to communication with Latino patients.
- 9:00** **Wrap Up, Turn in Evaluations**

This Summit has been made possible through the generous support from the following:

- **VCU Health Systems**
- **Virginia Department of Health
Office of Minority Health and Culturally and
Linguistically Appropriate Services Program**

Friday, November 17, 2006

AM

8:00 – 8:45

**Registration and Continental Breakfast
Exhibits Open**

8:50

Welcome

The Honorable Tim Kaine, Governor of Virginia

Announcements

Wally Smith, MD

Moderator: Francisco Semião, MS, MPH

9:00

Latinos in Virginia: Statistics, Trends, Emerging Issues and Virginia's Response

Presenter: Fabiana Borkowsky, BS

The Virginia Latino Advisory Commission (VLAC) was created to provide information about, identify and prioritize the most pressing issues confronting the Latino population in the Commonwealth of Virginia. VLAC also makes recommendations on better ways that Virginia may respond to meet the needs of the Commonwealth's Latino community. Participants will learn about the activities and findings of the VLAC, particularly as they relate to health.

9:30

Unequal Treatment: Implications for Latino Health

Presenter: Joseph Betancourt, MD, MPH

The Institute of Medicine's report "Unequal Treatment" explores how persons of color experience the health care environment. The report gives evidence for significant predictors that affect the quality of health care received based on race and ethnicity, even after socioeconomic differences are taken into account. Dr. Betancourt will highlight key issues involving racial and ethnic disparities in healthcare and describe how Latinos are disproportionately affected by these issues.

10:30

Break and Visit Exhibits

10:45

BREAKOUT SESSIONS (CHOOSE ONE AM SESSION and ONE PM SESSION)

"all sessions will be repeated in the afternoon"

TRACK 1: HEALTH POLICY AND ADMINISTRATION

A Culturally and Linguistically Appropriate Health Care:

Understanding Laws and Policies that Impact Health Care Providers

Moderator: Elizabeth Lee-Rey, MD

Panelists: Paul Cushing, BA

Guadalupe Pacheco, Jr., MSW

Amy Wilson-Stronks, MPP, CPHQ

Participants will become acquainted with federal and national initiatives about the delivery of culturally and linguistically appropriate health care services of the U.S. Department of Health and Human Services Office for Civil Rights and Office of Minority Health, and the Joint Commission on Accreditation of Healthcare Organizations. Participants will gain a better understanding of the history, background, and research behind existing requirements and standards, plus learn what is expected in the near future.

B Immigrants, Refugees, Asylees and the Undocumented:

Understanding Laws that Impact their Health and Well-Being

Moderator: Claire Guthrie Gastañaga, Esq.

Panelists: Anthony Basch, JD

Debra Dowd, JD

Jeffrey Nelson, MPH, MSW

Jennifer Ng'andu

Participants will gain a better understanding of the various status types (e.g., immigrants, refugees) of Latinos residing in the United States and learn how these status types impact individual legal rights. Specific areas to be addressed include employment, bad debt and collections, domestic violence, human trafficking, access to culturally and linguistically appropriate health care services, and access to Medicaid/SCHIP, food stamps, school lunches and other public benefit programs.

TRACK 2: LINGUISTIC ACCESS

C Can You Hear Me Now? Bridging the Language Gap in Health Care Settings

Moderator: Kevin Fergusson, MD, MSHA
Panelists: Yolanda Partida, MSW, DPA
Elita Rosillo-Christiansen, MA, MPA
Rudy Valenzuela, FSP, MSN, RN, FNP-C

Participants will learn about creative strategies for bridging the language gap in health care settings. These strategies include the development and utilization of universal symbols for health care; the adoption of a multi-pronged language access model, including challenges and key lessons learned in establishing and implementing Inova's language access program; and the recruitment and retention of Latino/bilingual nurses and other health professionals.

D When Words Fail Us: Communicating Through Interpreters in Health Care Settings

Moderator: Brett Allen Rosenberg, PhD
Presenter: Alejandro Muzio

The increased need for interpreters as a consequence of changing demographics, legal requirements and a desire to manage risk poses a number of challenges; particularly in health care settings. The challenges of working with bilingual interpreters, both trained and untrained, will be addressed. Participants will develop a greater appreciation for the intricacies of the interpreting profession and be provided with the basic tools and techniques needed to maximize the effectiveness of the interpreting services available to them. This session will be highly interactive, with opportunities for participants to ask questions and share about their experiences with interpretation encounters.

TRACK 3: CULTURE AND HEALTH

E Cancer, Diabetes and Sexual Health: Closing the Health Disparities Gap

Moderator: Milagritos Flinn
Panelists: Francisco Semião, MS, MPH
Andrea Zaldivar, MS, C-ANP, CDE
Vivian Bruzzese, MD

Latinos are at a disproportionate risk of poor health outcomes in a variety of areas, including cancer, diabetes, and sexual health. Participants will gain an understanding of health disparities that exist in the Latino community as they relate to these health conditions. Culturally appropriate health promotion, prevention, and treatment strategies will be addressed.

F Healthy Latino Families: Getting Past the Stereotypes

Moderator: Dennis Hunt, PhD
Panelists: Jane Delgado, PhD, MS
Maria Gomez, RN, MPH
Grace Perez

Participants will gain a better understanding of some of the most salient issues affecting the health and well-being of Latino families in the U.S. Presenters will look at maternal and child health, as well as domestic and family violence within the socio-cultural, experiential, and in some instances genetic context of the Latino population.

PM

12:15

Lunch and Luncheon Speaker

Building Healthy Communities

Presenter: Jane Delgado, PhD, MS

Dr. Delgado will illustrate how environmental problems disproportionately affect the public health of Latino communities. Participants will gain a better understanding of the value of partnering with Latino community-based organizations in the development of an environmental health leadership infrastructure that is grounded in community-based priorities and needs.

1:30

Break and Visit Exhibits

1:45

AFTERNOON BREAKOUT SESSIONS

"repeat of morning offerings"

3:15

Break and Visit Exhibits (Last Chance to Visit Exhibits)

3:30

Tools You Can Use: Señora de la Cruz and More

Moderator: Francisco Semião, MS, MPH

Participants will learn about several resources for facilitating the delivery of culturally and linguistically appropriate services to Latinos – all of which are available at no cost! Included in this session is a special showing of Señora De La Cruz. This is the latest educational tool used by Baltimore public health advocates to guide immigrant Latinos through the convoluted U.S. health care system. The video and accompanying booklet serve as a know-your-rights manual for immigrant women who are pregnant. These materials also explain language and cultural barriers that may prevent women from seeking vital prenatal care. A discussion will follow the viewing of the video.

4:00

Adjourn, Turn in Evaluations

COURSE REGISTRATION FORM

On-Line Registration: www.cmeregistration.som.vcu.edu

LATINO HEALTH SUMMIT

November 16-17, 2006

Richmond, Virginia

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First Name _____, MI _____
Last Name _____
Last 4 Digits of Social Security Number ____ _ Dr., Ms., Mr. _____
Telephone Work (_____) _____ Home (_____) _____
Firm _____
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Degree _____ Specialty/Certification _____

MAIL REGISTRATION FORM AND CHECK TO:

CME Registration or FAX TO: 804/828-7438
PO Box 980048
Richmond, VA 23298-0048

_____ Registration Fee of \$60.00 is enclosed.
_____ Registration Fee of \$25.00 (for students only) is enclosed.
\$_____ TOTAL ENCLOSED Make checks payable to: CPDE <i>Registration Fees are Non-Refundable</i>
Will you attend Dinner on Thursday? YES _____ NO _____
**Please indicate sessions you plan to attend:
AM SESSION: CHOOSE YOUR 1ST AND 2ND CHOICE
_____ A _____ B _____ C _____ D _____ E _____ F
PM SESSION: CHOOSE YOUR 1ST AND 2ND CHOICE
_____ A _____ B _____ C _____ D _____ E _____ F

Credit Card Name _____ MasterCard , Visa , American Express and Discover are accepted
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I give my permission for my email address to be listed on the attendee list at the conference:

YES _____ NO _____

For more information call us at 804/828-3640 or 800/413-2872.