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 & Canoels  
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 & Canoels  
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

Maria Gomez, RN, MPH  
President & CEO, Mary’s Center for Maternal and Child Care, Inc.  
Washington, DC

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Hispanic Coordinator, VCU School of Nursing  
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Mayra Granados  
Hispanic Marketing & Outreach Liaison  
Virginia Department of Medical Assistance Services  
Richmond, VA

Claire Guthrie Gastanaga, 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

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System Quality Services  
Adventist HealthCare  
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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 Hettema, Conference Manager
VCU Office of Continuing Professional Development & Evaluation Studies
Box 98048
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 Zaldívar, 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**
LATINO HEALTH SUMMIT
November 16–17, 2006
Richmond, Virginia

First Name_______________________________________________________, MI___________

Last Name_____________________________________________________________________

Last 4 Digits of Social Security Number ___  ___ ___  ___ Dr., Ms., Mr.___________________

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_______ Registration Fee of $60.00 is enclosed.
_______ Registration Fee of $25.00 (for students only) is enclosed.

$_______ TOTAL ENCLOSED   Make checks payable to: CPDE
Registration Fees are Non-Refundable

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

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I give my permission for my email address to be listed on the attendee list at the conference:

YES ____  NO _______

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