Reaching Latino Care Partners In California - A Best Friends Education Campaign

David Troxel, MPH
Dr. Lilia Mendoza
Dementia and the Latino Community

- Dementia is a looming but unrecognized public health crisis in Hispanic/Latino communities in the United States.

- In the US today cases could rise from 200,000 to 1.3 million by 2050

- Caregiving role falls heavily on Hispanic/Latino families, particularly daughters and other female relatives

- In the US, there is a lack of culturally and linguistically appropriate services

- In the US, many Cuban, Puerto Rican, Mexican Americans and other Hispanic elders have limited English.

Source: HISPANICS/LATINOS AND ALZHEIMER’S DISEASE, Alzheimer’s Association, 2004
Families Come First in Latino Communities

• Strong cultural norm to support the elder with dementia within the family.

• Latino families often wait to use services until they are urgently needed

• Latino families, like all families, benefit from education, thoughtful and relevant services, and social and emotional support.
The Best Friends Initiative

• Virginia Bell & David Troxel developed the Best Friends Approach to Alzheimer’s disease and dementia care:
  – Is a life-affirming, hopeful philosophy for the person with dementia and his/her care partner
  – Focuses on the person over the task
  – Supports empathy and engagement
  – Helps care partners develop “Knack”
The Knack Requires. . .

– Patience
– Flexibility
– Being “in the moment”
– Common sense
– Humor
– Being well-informed
California Initiative

• In conjunction with the publication of the Spanish edition of Best Friends, edited by Dr. Mendoza, we raised grant money to organize a two week educational campaign throughout California to reach Spanish speaking and English speaking care partners.
2014 California Demographics

- Latino 39%
- White 38.8%
- Black 5.8%
- Asian 13%
- Native American 1%

That will make California only the second state, behind New Mexico, where whites are not the majority and Latinos are the plurality, meaning they are not more than half but they comprise the largest percentage of any group.

— Source: Pew Research Center
Goals

• Reach out to Spanish speaking family caregivers with information about resources and best practices

• Teach the Best Friends approach to dementia care;

• Teach professionals how to best work with Latino caregivers including cultural differences and attitudes about family roles/caregiving.

• Make the Spanish translation of *The Best Friends Approach to Alzheimer’s Care* more widely available throughout California.
Results

• Workshops, media events, support groups held in eleven communities
• 1,045 attended English language sessions
• 375 attended Spanish language sessions
• 200 books were distributed free or at low cost.
• Media interviews included Spanish language radio and television
Recommendations

• Road show proved effective – going out to the community in various settings including faith communities, schools, and senior centers.

• Involve community partners:
  – Alzheimer’s Association or societies
  – CA network of Caregiver Resource Centers
  – Area Agencies on Aging
Conclusions

• For the Latino audiences, it was important to stress the socialization, sharing of feelings and experiences, learn over coffee and sweets, leave time for discussion and networking.

• Stressing the benefits of services to the person was important, e.g., socialization is good for the brain. This helped encourage families to use services.
Conclusions

• For the Latino audience, work to fight stigma and encourage use of services.

• Also encourage the Latino care partners to advocate for more appropriate and relevant services where there are none (e.g. do the staff speak Spanish)
Conclusions

• For the English language sessions, more formally structured

• Less social or networking; more content oriented.

• More likely to use services early but still needed “permission” to do what is best for the person and family.
Dementia builds bridges

• We started each seminar with both groups together.

• Even though many in the room came from differing backgrounds and economic situations, our fight against Alzheimer’s brought us all together!
<table>
<thead>
<tr>
<th>Diferencias Transculturales entre los Latinos y los que Hablan Inglés California, EUA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LATINOS (HABLAN ESPAÑOL)</strong></td>
</tr>
<tr>
<td>Cultura Sobrteprotectora</td>
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<tr>
<td>Dx tardío y lo busca un familiar</td>
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<tr>
<td>Muchos prejuicio,s las demencias no se consideran retos de salud pública</td>
</tr>
<tr>
<td>Atención brindada por mujeres</td>
</tr>
<tr>
<td>Falta de información y conocimientos</td>
</tr>
<tr>
<td>Emotivos</td>
</tr>
<tr>
<td>Pocas personas tanto mayores como personal hablan español o inglés</td>
</tr>
<tr>
<td>Falta de recursos y servicios adecuados</td>
</tr>
<tr>
<td>Más estigma</td>
</tr>
<tr>
<td>Las PCD están “escondidas” en casa</td>
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<tr>
<td>Se establecieron más relaciones sociales y redes</td>
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<tr>
<td>Sí se les ofrece educación e información la aprovechan</td>
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**En todas las culturas tenemos un mejor amigo**
**Lucha común contra el Alzheimer**
Thank you

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Mary Oakley Foundation, Santa Barbara CA
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Health Professions Press, Baltimore, CA
California network of Alzheimer’s Associations
California network of Caregiver Resource Centers
## Cross Cultural Differences

### Spanish/English People in California

<table>
<thead>
<tr>
<th>LATINOS Spanish speaking</th>
<th>English Speaking</th>
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<tbody>
<tr>
<td>Cultural Overprotection</td>
<td>Independence, dignity</td>
</tr>
<tr>
<td>Late dx</td>
<td>Early dx</td>
</tr>
<tr>
<td>Dementia not a public health challenge</td>
<td>Awareness &amp; recognition</td>
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<tr>
<td>Family centered female carers: spouses, daughters, daughters in law</td>
<td>Benefit by available services earlier</td>
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<tr>
<td>Lack of knowledge and information</td>
<td>More information &amp; knowledge</td>
</tr>
<tr>
<td>Emotional</td>
<td>“Matter of fact” attitude</td>
</tr>
<tr>
<td>Few people (elderly &amp; staff) speaks either English or Spanish</td>
<td>Few staff speaks Spanish</td>
</tr>
<tr>
<td>Lack of resources</td>
<td>Enough or more resources and fundraising</td>
</tr>
<tr>
<td>More stigma</td>
<td>Less stigma</td>
</tr>
<tr>
<td>PWD “hiden” at home</td>
<td>PWD advocating for their human rights</td>
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<tr>
<td>More social &amp; networking</td>
<td>Sessions more formally structured</td>
</tr>
<tr>
<td>If education &amp; information is offered to them, they will benefit from it</td>
<td>Less social and networking</td>
</tr>
<tr>
<td></td>
<td>More used to education &amp; information</td>
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</tbody>
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**We all have a Best Friend in any culture**

**Common fight against AD**
Additional Resources

• www.bestfriendsapproch.com
• www.facebook.com/bestfriendsapproach
• David Troxel is at bestfriendsdavid@aol.com
• Dr. Lilia Mendoza is at lmendoza@