

7th ANNUAL IRIS HOUSE SUMMIT

Women As
The Face
of AIDS



May 4-5, 2012 • www.irishouse.org



BACK TO THE PAST

A look into: Jackson Heights

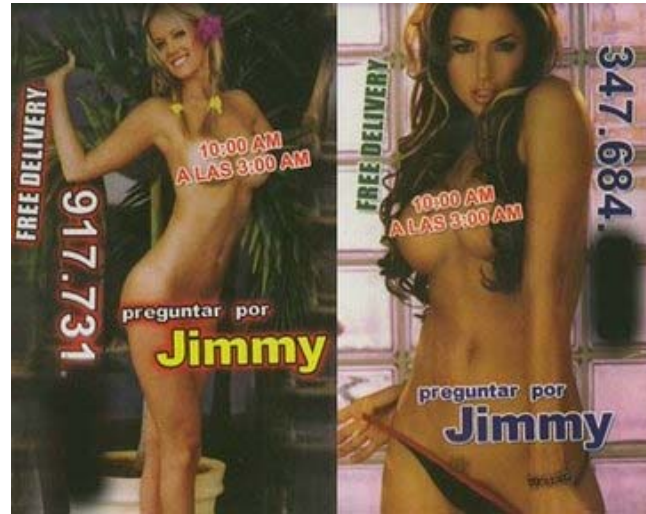


Jackson Heights

- Epicenter of new Latino Settlement
- 60% of the population is foreign born
- Peru, Argentina, Mexico, Uruguay, Ecuador, Colombia, Bolivia
- Half of these residents are not proficient in English
- Western Queens has the largest percentage of adults without health insurance



LA AVENIDA...The new Times Square



A closer look at our community

- Fear
- Undocumented Status
- Lack of resources
- Services not tailored to their needs
- Violence
- Isolation
- Loneliness
- Lack of education & awareness
- Lack of insurance
- Lack of language skills



Volunteer vs. Promotoras

- Usually students who want to gain experience
 - Only available in set hours
 - Have little to no voice in the agency
 - Are not included at important meetings/events
 - Often request trainings- not always given
 - Not always represent clients being served
 - There may be monetary incentives
- Community members who are invested in their community
 - Voice and ears of the community
 - Work is flexible- children are welcome
 - Involved in the expansion or creation of new programs
 - Participate in conferences, site visits, or outings
 - Receive leadership trainings and ongoing trainings are always scheduled
 - Clients identify with promotoras/linguistically and culturally sensitive
 - Incentives does not always include \$
 - <http://www.pewhispanic.org/2008/08/13/iv-sources-of-information-on-health-and-health-care/> Page 29



Incentives.....



Bar Outreach

- Population
 - Immigrant Latina “meseras” & patrons
 - Meseras-who are they?
 - Patrons – who are they?



Bar Outreach

- Strategy
 - Access and gain trust with Managers in order to Access Meseras
 - Learn about the Meseras circumstance
 - Connecting Meseras to services
 - Connecting Meseras to be Promotoras
 - Adaptability and Flexibility



Bar Outreach

- Approach
 - Night Outreach –Non-traditional hours
 - Partnerships with bar managers
 - Heterosexual bars
 - Female team
 - Promotoras
 - LGBT allies
 - “cafecito”

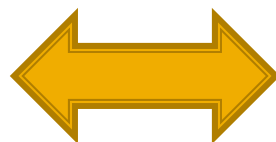


Bar Outreach

- Safety
 - High risk venue
 - Female team
 - Security Guards at bars
 - Team of 4 or 5
 - On call supervisor



CULTURAL NORMS.....



Folk Medicine....

- Folk medicine has a long standing place in Hispanic-American culture
- Curanderos are naturalist healers who use herbs and plants to heal illness
- Santeros use the power of the saints to heal, aid, and counsel individuals
- Treatments may include massages, herbs, counseling based on their spiritual capacities, and cleanings (limpias) that are performed as baths with a particular mix of plants
- Should be aware that patients who delayed seeking treatment may have counted on curing their illness using folk process



What could be adapted?

1. Investing in our peers
2. Setting
3. Meeting clients where they're at
4. Addressing violence and HIV risk
5. Staff that transmit a warm demeanor, especially working with Latinos
6. Non-traditional partnerships
7. Respect for both mainstream institutionalized medicine and traditional healing
8. Being culturally sensitive even though we are Latinos and work with Latinos



Open for discussion

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