# Hispanic / Latino Outreach

**TIP SHEET**

## **Potential Barriers to seeking assistance:**

* Language barrier
* Mistrust
* Immigration concerns
* Misunderstanding about eligibility

## **Important consideration:**

* Strong emphasis on family relationships.
  + Adult children often play key role in decision making for older family members. Often attend appointments as a family group.

## **Steps to successful outreach:**

* Connect and build relationship with key community leaders. These are trusted individuals who already have an established relationship within the community.
  + Educate about Medicare and the low-income benefit programs.
  + Explain how these programs can assist members of the Hispanic/Latino community.
  + Gain input from trusted key leaders when planning outreach.
* Go to areas where older adults frequent. Key leader can help identify these locations such as Hispanic community center, grocery store, food pantry, and places of worship. Be prepared for issues of concern:
  + Un-insured? Share information about local free clinics.
  + Immigration concerns? Share the [Directory of Immigration Services in Wisconsin](https://www.immigrationadvocates.org/nonprofit/legaldirectory/search?state=WI&state=WI).
* Share appropriate materials.
  + [MSP/LIS/SeniorCare Eligibility– Spanish](https://gwaar.org/api/cms/viewFile/id/2006473)
  + [MSP/LIS/SeniorCare Poster -- Spanish](https://gwaar.org/api/cms/viewFile/id/2004256)
  + [SHIP TA Center](https://www.shiptacenter.org/)—*search “Spanish” (or other languages) to find resources available in that language.*
* Collaborate with key leaders for opportunities to conduct outreach through community newsletter and/or Hispanic/Latino radio station.