What do we need to do to take nutrition education programming beyond translation of curricula, understanding ethnic foods and ethnic recipes?
LATINO/HISPANIC HISTORY, TRADITIONS, AND FOODS

PA-NEN
HARRISBURG, PA
MAY 2-3, 2016

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OBJECTIVES

- Analyze U.S. Latino/Hispanic demographic data
- Discuss values and health beliefs of Hispanics/Latinos
- Review common Latino foods/cuisine
- Recommend ways to enhance communication & improve programming
**My Background**

- What is my favorite Latino food?
  - Tostadas or Pozole

- Who am I?
  - Mexican American (Chicana/Tejana), born in TX, 4th generation from Texas/USA
  - English-first language; Spanish-second language

- Who am I to others? (depends on where I am)
  - Other Latinos
    - Southwest (MX-AM who grew up in US with Eng as first language)
    - Northeast (Latina whose first language is Span)
  - Other Americans
    - Southwest (Hispanic)
    - Northeast (“Mexican” who doesn’t speak Eng)
LATINOS/HISPANICS: A COMPLEX ISSUE

Who am I on the US Census?

• **Ethnicity:** Hispanic/Latina
• **Race:** White
• BUT, it’s more complex for Latinos/Hispanics
  • Latinos come from different racial groups, such as Asian, Black, Native/Indian, & White
  • Race vs. Ethnicity? Most Latinos don’t know the difference!

Difference between Latino/Hispanic/Spanish? (still a debate)

• **Hispanic** is the term or label officially given by the US Census to those individuals who speak Spanish or are of Hispanic origin
• **Latino** is a term that a number of Hispanics prefer to use for their identity; comes from the brown indigenous people of the Americas (Mexico, Central America, and South America); the term was added to the 2000 census
• **Spanish** was derived because of the issue that many Spaniards face when completing forms; they do not see themselves as Hispanics...they are Europeans (White)
“Hispanic” has a broad definition

1. Argentina
2. Bolivia
3. Chile
4. Colombia
5. Costa Rica
6. Cuba
7. Dominican Republic
8. Ecuador
9. El Salvador
10. Guatemala
11. Honduras
12. Mexico
13. Nicaragua
14. Panama
15. Paraguay
16. Peru
17. Puerto Rico
18. Spain
19. Uruguay
20. Venezuela
Figure 4.
Largest Detailed Hispanic Origin Group by State: 2010

The area of each circle symbol is proportional to the population of the largest Hispanic origin group in a state. The legend presents example symbol sizes from the many symbols shown on the map.

(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/doc/sf1.pdf)


- Puerto Ricans
- Dominicans
- Central Americans
- South Americans

- Mexicans
- Central Americans
- South Americans
- Cubans
- Puerto Ricans
- Central Americans
- South Americans

Source: U.S. Census Bureau, 2010 Census Summary File 1.
DEMOGRAPHIC HIGHLIGHTS

- 17+% of U.S. population (~57 million)
- 64.6% of Hispanics are of Mexican origin
- Younger population (36% of Hispanics are under 18)
- Larger families (5+ people)
- Lower mean income (~23% live in poverty)
- Lower high school graduation rates (57% Hispanics vs. 88% Whites)

U.S. Census Bureau, Population Survey, March 2000
Lopez, Gonzalez-Barrera, Cuddington, 2013
Percent of Population with Less Than 9th Grade Completed by Hispanic Origin: 2000

(Population 25 years and over)

Percent of Population with a Bachelor’s Degree or Higher by Hispanic Origin: 2000

(Population 25 years and over)

LARGEST HISPANIC GROUP IN PA?

- Pennsylvania’s population is 6% Hispanic
- The Hispanic population in PA is the 13th largest in the nation (about 777,000 Hispanics reside in PA)
- Majority are **Puerto Ricans** in PA
  - Mexicans & Dominicans have grown in this area
- Number of years in PA
  - Puerto Ricans are U.S. citizens (Jones Act, 1917) and immigrated heavily between 1945 and 1965 to meet the demand for low level jobs in urban area. Most came due to political instability or for economic opportunity.
- About **53%** of Hispanics in PA are eligible to vote, ranking Pennsylvania **10th nationwide** in the share of the Hispanic population that is eligible to vote
- Language: predominantly English at home (mainland) but understand and speak Spanish too
- Food: not so spicy

http://www.pewhispanic.org/states/state/pa/
SIMILARITIES

- Colonizing country/ies: Spain
- Spanish language (dialects/accents are somewhat different)
- Religion/Christianity
- Intragroup diversity (racial, religious)
Differences

- Political (Cubans vs. Puerto Ricans)
- Social and educational experiences
- Reasons for migrating
- Health access & care
- U.S. status (Puerto Ricans, MX-AM)
- Self-identity (Hispanic, Latino, Am, or from a particular country)
Leading Causes of Death

Differences in the 10 leading causes of death, NON-HISPANIC WHITES vs HISPANICS

<table>
<thead>
<tr>
<th>Non-Hispanic Whites</th>
<th>Hispanics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Heart Disease</td>
<td>1 Cancer</td>
</tr>
<tr>
<td>2 Cancer</td>
<td>2 Heart Disease</td>
</tr>
<tr>
<td>3 Chronic Lower Respiratory Diseases</td>
<td>3 Unintentional Injuries</td>
</tr>
<tr>
<td>4 Unintentional Injuries</td>
<td>4 Stroke</td>
</tr>
<tr>
<td>5 Stroke</td>
<td>5 Diabetes</td>
</tr>
<tr>
<td>6 Alzheimer’s Disease</td>
<td>6 Chronic Liver Disease &amp; Cirrhosis</td>
</tr>
<tr>
<td>7 Diabetes</td>
<td>7 Chronic Lower Respiratory Diseases</td>
</tr>
<tr>
<td>8 Influenza &amp; Pneumonia</td>
<td>8 Alzheimer’s Disease</td>
</tr>
<tr>
<td>9 Suicide</td>
<td>9 Influenza &amp; Pneumonia</td>
</tr>
<tr>
<td>10 Kidney Diseases*</td>
<td>10 Kidney Diseases*</td>
</tr>
</tbody>
</table>

*Types of kidney diseases—Nephritis, Nephrotic Syndrome & Nephrosis

CHRONIC DISEASE BURDEN

• Listeriosis is more prevalent.

• 23% more obesity.

• Higher rate of uncontrolled high blood pressure.

• Higher rate of uncontrolled diabetes; Mexicans and Puerto Ricans are about twice as likely to die from diabetes as whites.

BELIEFS/TRADITIONS

- Traditions and family important
- Cooperation & allocentrism
- Extended family important
- Values based on Christianity
- “Respect” based on status, hierarchy in community (physicians have high status)
- Clear gender roles

Counseling the Culturally Different. DW Sue & D Sue. NY: John Wiley & Sons.
HEALTH BELIEFS

Illness is the result of:

- Reward/punishment/gift
- Emotional state: worry, stress, fear
- Fatalism or luck
- Supernatural/evil eye
HEALTH BELIEFS

Prevention and treatment

- Diet, exercise, sleep, mental health
- Healers
  - Formal healers (doctors, etc.)
  - Spiritual or traditional healers
- Healing elements or rituals
  - Foods, teas, potions
  - Holy water, religious rituals, promises
Diet & Health

In general:

Traditional diet = protective

Acculturated diet = less protective

COMMON HISPANIC FOODS

➢ Grains
  o Bread
  o Rice
  o Tacos, Tortillas
    (flour & corn)

➢ Beans
  o Black
  o Lima/Fava
  o Navy
  o Pinto
  o Red

➢ Meats/Alternates
  ➢ Beef
  ➢ Eggs
  ➢ Fish
  ➢ Pork
  ➢ Poultry
  ➢ Nuts

➢ Dairy
  ➢ Cheeses
  ➢ Milk
COMMON GRAINS

- Breads
- Tacos
- Tortillas
- Rice
COMMON HISPANIC FOODS

- Cultural Vegetables
  - Avocado
  - Corn
  - Chiles
  - Jicama
  - Lettuce
  - Onions
  - Peppers
  - Tomatoes
  - Tomatillo

- Other starchy vegetables
  - Potatoes
  - Plantains
  - Squash
  - White sweet potato
  - Yams
  - Yucca
COMMON HISPANIC FOODS

• Cultural Fruits
  – Apples
  – Bananas
  – Grapefruit
  – Guava
  – Mangos
  – Oranges
  – Papaya
  – Passion fruit
  – Pineapple
  – Prickly Pear
  – Starfruit
  – Tamarind
MEXICAN CUISINE

Sample meal
✓ Mashed beans topped w/melted cheese (queso cotija)
✓ Flour tortilla
✓ Leafy greens, cilantro, jicama, tomatoes, corn, peppers, salad
✓ Mango salad or smoothie
CENTRAL AMERICAN CUISINE

Sample meal
✓ Grilled fish
✓ Green plantains (tostones)
✓ Tossed salad
✓ Cheese with fresh guava or guava paste
PUERTO RICAN CUISINE

Sample meal
✓ Rice with red beans
✓ Greens, avocado, egg salad
✓ Pineapple slices
✓ Café con leche
Notable Changes to Traditional Diet After Assimilation:

- 3 meals adopted with lunch & dinner being the most important meals
- Increase consumption of milk/dairy products especially cheese products (but not low-fat) & some fruits/veggies (less veggies)
- Decrease in lard and heavy cream
- Increase use of fats, like salad dressings, margarine, and butter for salads & cooked veggies
- Decline in fruit-based beverages & increase in high-sugar flavored drinks (Hi-C)
- Decrease in rice and beans
- Increased meat consumption & saturated fats from other animal products
- Increased consumption of meals away from home (fast food, etc.)
Attitude about Weight:

- If experienced poverty in their own country, underweight (thin) is seen as dangerous or an illness.
- Overweight is seen as a sign of wealth.
- Excess weight as healthy.
Program Factors To Consider

○ Time
  • Time to start a class should be slightly adjusted for participants’ arrival (they are more relaxed about time and socially acceptable to be late)
  • Build in time to get to know the client

○ Interaction will build trust
  • Involve Latino/Hispanic community leaders in planning, delivery, or evaluation of your programs
  • Let the client know that you’re interested in what they have to say; listen and show warmth
  • Nonverbal communication is important, such as facial expressions (like smiling), gestures (like touching a child on the head or hugging), body movements (animated), eye contact
  • Play music in the background

○ Language
  • Bilingual classes can be effective but preferable to be in Spanish
  • Get volunteers to help translate
PROGRAM FACTORS TO CONSIDER

- **Family-centered**
  - Strong family ties (beyond the nuclear family)
  - Father is head of family; mother is responsible for home (shopping, cleaning, and cooking)
  - “Family before things”
  - Respect for authority and elderly
  - Children are the priority, the future

- **Location to hold classes**
  - Churches
  - Local libraries
  - Recreational centers (w/child care arrangements, if needed)

- **Communication/Marketing to Latinos**
  - Word of mouth
  - Grocery stores
  - Churches
  - Texting/calls are great for reminders
GET INVOLVED TO LEARN MORE

- Ask about their favorite foods, meals, or recipes/ingredients/preparation methods when meeting with a new group
- Ask about food experiences, including food used for celebrations and special occasions (baptisms, weddings, holidays)
- Visit a Latino market/grocery store for more insight or go to a Latino restaurant to sample foods or to see what people order
- Ask questions with an open mind; keep your sense of humor
- Tell your own food stories to establish trust and to connect with your clients
- Find out what traditional foods are used to promote health (garlic & herbs)
TIPS TO HELPING LATINOS MAKE POSITIVE DIETARY CHANGES

- Emphasize portion control
- Discuss ways to modify traditional dishes that are high in fat, sodium, and sugar
- Encourage consumption of low-fat cheeses & milk; lean red meat; fresh fruits (mango, banana, papaya) and vegetables (even raw!)
- Encourage whole grains (brown rice, whole wheat tortillas and cornmeal every once in a while)
- Discourage high-sugar flavored drinks
- Encourage breastfeeding
PROGRAMMING TIPS

- Preserve the **healthy cultural foods** (cornmeal, legumes, fresh fruits)
- Increase clients’ knowledge of healthy food selections within the context of typical American food
- Gain support from clients’ families to enhance their acceptability of the diet changes

**Physical Activity Tips:**
- Integrated into daily living
- **Fun, Family-friendly** (dancing, soccer, kickball, volleyball)
- Inexpensive, adaptable

THANK YOU!!!!

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