

## PRESS RELEASE

March 10, 2008

**Contact:** Mariana Eberle-Blaylock  
(202) 337-0566 ext. 119  
[mariana@mayadc.com](mailto:mariana@mayadc.com)

**Contact:** Celinda Peña  
(202) 510-6365  
[Celinda@mayadc.com](mailto:Celinda@mayadc.com)



### **New Survey Shows Solutions to Improve Latino's Access to Health Care in California**

*More than 100 Latino leaders in California participated*

**Manhattan Beach, Calif., March 10, 2008**—Latinos are expected to become the largest ethnic group by 2011 and the majority of California's population by 2040. One third of the Latino community in California is uninsured, the highest rate among all ethnic groups.

"Given the demographic changes on the horizon, it is critical that legislators understand the importance of putting into effect policies that reflect and address the needs of the Latino community," said the survey's co-author and MAYA President Luis Vasquez-Ajmac. "Our goal in sharing the results of this survey is to facilitate the creation of those types of policies."

The survey's findings, released today by MAYA and the Latino Issues Forum at the U.S. Health Disparities Forum, suggest policy solutions to decrease health disparities among Latinos in California. These solutions include:

1. Require all health care plans to cover preventive screenings, disease management and health assistance programs (such as smoking cessation, nutrition counseling, etc.);
2. Develop a bilingual media campaign about prevalent illnesses among Latinos and prevention strategies;
3. Collect demographic data to ensure health plans deliver quality and equitable health care;
4. Invest in local communities to provide active living environments;
5. Develop clear guidelines for the public to measure the quality of care they receive.

Additional solutions include the integration of *promotoras* (outreach workers in the Hispanic community responsible for raising awareness of health and educational issues) in prevention and medical management; the creation of policies to reduce the consumption of unhealthy food including mandating menu labeling, banning trans fats, and regulating junk food advertising; and the establishment of a certification program for medical interpreters and cultural competency.

#### **ABOUT THE LATINO LEADERS HEALTH CARE PRIORITIES SURVEY**

MAYA and the Latino Issues Forum surveyed online over 100 Latino leaders across California representing a broad range of interests. They were asked to share their opinions about health care policy priorities based on their experiences working with the Latino community. These responses include policy priorities, barriers, most effective outreach methods and potential policy solutions to improve the health of Latinos in California. The complete report is available upon request.

**MAYA**, a brand building agency, has 20 years of experience in thought leadership in minority health care. The firm's clients include the U.S. Department of Health and Human Services, Office of Minority Health, Johns Hopkins University and the Allergy & Asthma Network Mothers of Asthmatics (AANMA), among others. For more information on MAYA, visit [www.MAYAdc.com](http://www.MAYAdc.com).