



# **Tips For Facilitating Effective Engagement with Spanish-Speaking Community**

Teresa Vázquez

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You might be asking, who are you? We will cover that first.

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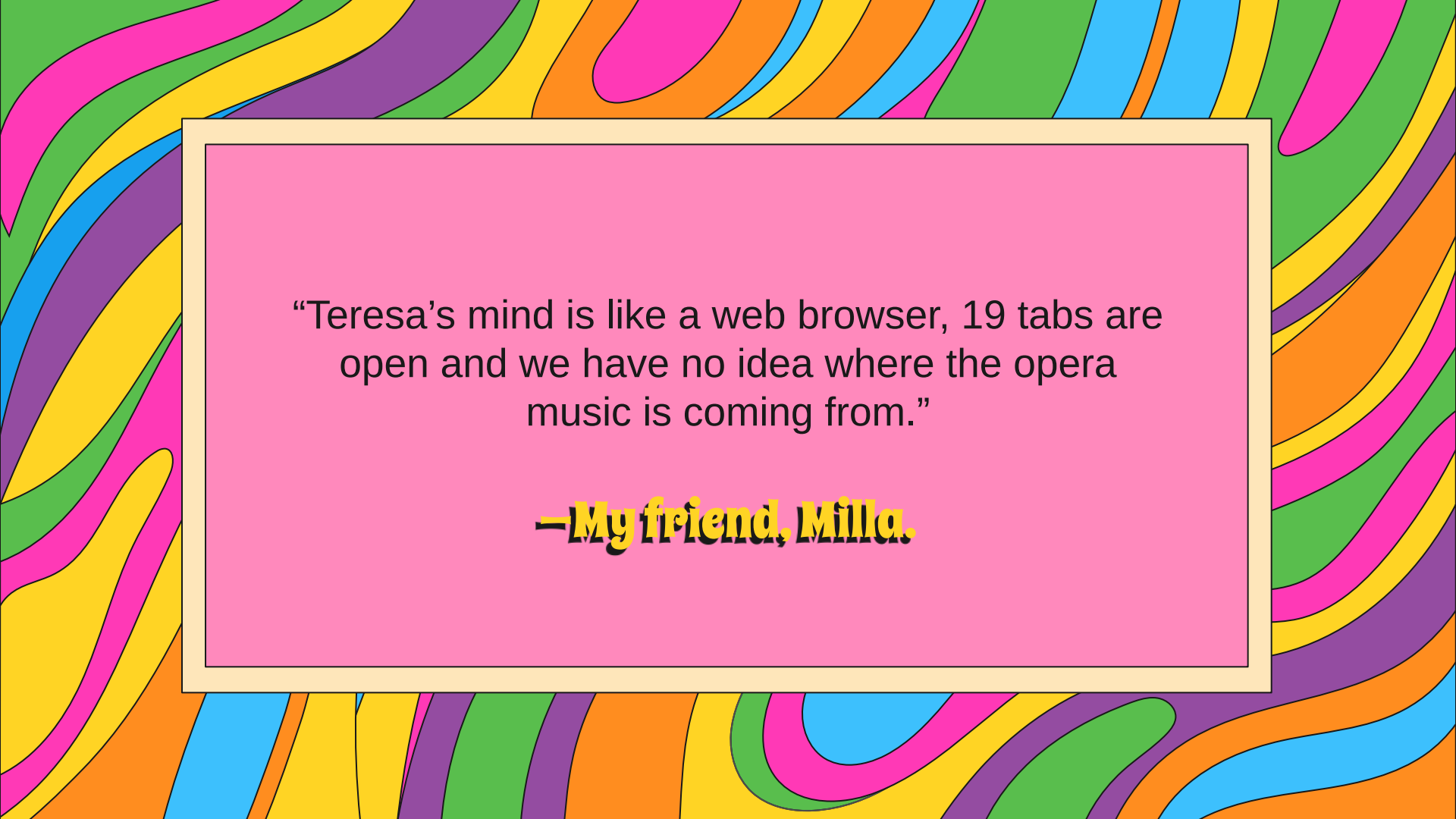
# Who Are You?

Hi, I am Tere!

# About me



<b>Name:</b> Teresa Vázquez (she/her)	<b>Role:</b> Bilingual Prevention Specialist		
<b>Nationality:</b> Venezuelan	<b>Languages:</b> English, Spanish, and Intermediate Italian		
<b>Education:</b> A.A. in Pre-Nursing at Miami Dade Honors College B.S. in Journalism with a Minor in Digital Media at the University of Central Florida M.S. in Management and Leadership Communications at Purdue University			
<b>Values</b> Authenticity, Community, Creativity, Empathy, Family, Service and Justice.	<b>Favorite Band</b> Pink Floyd		
<b>Hobbies:</b> Puzzles	All things active, working out, rock climbing, etc.	Creating	
<b>Stats:</b>	<b>Days lived</b> 9,520	<b>Concerts Attended</b> 19	<b>Bones Broken</b> 0




“Teresa’s mind is like a web browser, 19 tabs are open and we have no idea where the opera music is coming from.”

**–My friend, Milla.**

# Background

Cultural Competency, Stats, Areas of Concern

02



"Cultural competence" implies having the capacity to function effectively as an individual, an organization, or a system within the context of the cultural beliefs, behaviors, and needs presented by individuals and their communities. It is a tool for leveling imbalanced power dynamics.

**– Cultural Competency Defined, SAPST Manual**

# What I Have Experienced

## Greenville

```
graph TD; Greenville[Greenville] --- Schools[Schools]; Greenville --- Community[Community Events]; Greenville --- Health[Health Fairs];
```

### Schools

Open Conversations.  
Kids are translators can  
make parents “wearey”

### Community Events

Curiosity surrounding Narcan. My  
guess is because it looks like we are  
giving out nasal spray.

### Health Fairs

Interest in what we do  
and everything overall,  
giveaways.



# Substance Use Trends In the Hispanic Community

## 01

Compared to other racial/ethnic groups, Hispanic (inclusive of Latinos, Latinas, and Latinx) emerging adults had the second-highest prevalence of current alcohol use (50.1%), binge drinking (32.9%), and heavy drinking (8.0%), and the third-highest prevalence of alcohol use disorder (10.7%; SAMHSA, 2018).

## 02

In 2020, the most commonly used illicit drug in the past year was marijuana followed by the misuse of psychotherapeutic drugs (prescription stimulants, tranquilizers, sedatives, and pain relievers) (SAMHSA, 2020)

### References:

[Alcohol Use Severity among Hispanic Emerging Adults: Examining the Roles of Bicultural Self-efficacy and Acculturation - PMC](#)  
[2020 National Survey on Drug Use and Health: Hispanics, SAMHSA](#)

# More Stats

## Statistics on Latino Communities and Substance Abuse

- Research showed that co-occurring mood and anxiety disorders were common amongst Latinos and substance abuse in the U.S.<sup>2</sup>
- Studies link a relationship between exposure to traumatic events and substance abuse in Latinos.<sup>2</sup>
- Research shows that approximately 31.9% of whites individuals, 28.1% of African Americans, and 30.1% of Hispanics showed signs of alcohol abuse, drug abuse, or mental health issues.<sup>3</sup>
- Ninety-two percent of Latino youth with a SUD did not receive treatment in a specialty facility.<sup>4</sup>
- Approximately 1.1 million Latino youth abused illicit drugs in the past year.<sup>4</sup>

### Reference:

[Special Needs of the Latino Population in Treatment by Headlands ATS](#)

# Areas of Concern (NIAAA)

01

## Cultural Barriers

Cultural barriers, language barriers, and other barriers to communication

02

## Discrimination

Issues with discrimination and even perceived discrimination

03

## Fear of Persecution

Fears of being singled out or persecuted

04

## Acculturation

The level of acculturation achieved by the particular individual

05

## Access

Barriers to access to medical care

06

## Cultural Perceptions

Cultural views of treatment for addiction

07

## Familial Responsibility

Family responsibilities that may result in some individuals not seeking treatment

08

## Stigma

Stigma or shame associated with being diagnosed with an addiction or alcohol use disorder or being in treatment for one

09

## Legal Status

Obvious issues with undocumented immigrants, such as the fear of deportation, fears of persecution, lack of resources, etc.



# 03

## **Distribution & Suggestions**

Spanish 101, how to distribute materials, and suggestions,

# Suggestions

01

## Ensure materials are translated

Key point: Materials should be checked by Spanish-speaker to translation is efficient and, if the phrasing is comprehensive for most.

02

## Provide Disclaimers

Unfortunately legal status and fear of immigration might occur because we are state funded. Be clear that legal status does not impede treatment, nor will your legal status be reported to immigration.

03

## Subtitle your Presentations

Example to come.

04

## Label & Group Your Resources

Make your life easy by grouping the resources in a way you can “title” and learn short phrases to support.

03

## Subtitle your Presentations

### Por qué hacerlo?

**Porque imagínate que tu estas sentada en una sala de cine, la película está en español y tu no hablas el idioma, ¿vas a retener algo? No, sin subtítulos la película suena como un personaje de los Sims. Esta es la experiencia que viven frecuentemente los de habla hispana.**

03

## Subtitle your Presentations

# Por qué hacerlo?

Why do it?

**Porque imagínate que tu estas sentada en una sala de cine, la película**

Because imagine that you are sitting in a movie theater, the film

**está en español y tu no hablas el idioma, ¿vas a retener algo?**

in Spanish and you don't speak the language, are you going to retain anything?

**No, sin subtítulos la película suena como un personaje de los Sims. Esta es**

No, without subtitles the movie sounds like a character from the Sims.

**la experiencia que viven frecuentemente los de habla hispana. ¿Y ahora?**

This is the experience that Spanish-speaking people often live

**¿Pudiste retener algo?**

And now? Were you able to retain something?



# TU CEREBRO ES INCREÍBLE Y ESTÁ LLENO DE POTENCIAL

YOUR BRAIN IS AMAZING AND FULL OF POTENTIAL

- **Te ayuda a descubrir qué actividades disfrutas**  
Helps you figure out what activities you enjoy
- **Te permite aprender cosas nuevas**  
Allows you to learn new things
- **Te ayuda a planificar para el futuro**  
Helps you plan for the future
- **Le ayuda a tomar decisiones bien pensadas**  
Helps you make thoughtful choices
- **Te permite a ponerte en los zapatos de otra persona**  
Let's you put yourself in someone else's shoes
- **Te ayuda a convertirte en la persona que quieres ser**

Helps you become the person you want to be



**04**

## **Label & Group Your Resources**

Make your life easy by grouping the resources in a way you can “title” and learn short phrases to support.

### **What you do**

Group your organization services flyers in one spot. For example, at the Phoenix Center this would include our general information flyer, Narcan cards, NA/AA meeting dates, etc.

### **Open Conversations**

Group your Open Conversation resources + adult to youth resources.

### **Substance 101/ More resources**

Group all other ATOD and additional resources in one spot.

If all of your resources are grouped then you it will be easier to direct someone to the right pile using the phrases we will learn.

# Before We Move On: Spanish Basics

Spanish	English
<b>Hola, como estas?</b>	<b>Hi, how are you?</b>
<b>Bien, y tu?</b>	<b>Good and you?</b>
<b>Me llamo</b>	<b>My name is</b>
<b>Nosotros somos</b>	<b>We are</b>
<b>Feliz dia</b>	<b>Have a good day</b>
<b>Puedo llevarme algo?</b>	<b>Can I take something?</b>
<b>Es gratis?</b>	<b>Is it free?</b>

04

## Label & Group Your Resources

Make your life easy by grouping the resources in a way you can “title” and learn short phrases to support.

### What you do

**Title: Nuestro servicios (our services)**  
**Lo que hacemos (what we do)**  
**Como lo podemos ayudar (how we can help)**

### What they might ask:

**Que es esto?**

What is this?

**Quienes son?**

Who are you?

**Que hacen?**

What do you do?

**Porque estan aqui?**

Why are you here?

### How to respond:

**Nosotros somos “name of organization”**

We are “name of organization”

**Hacemos esto “point at what you do pile”**

We do this “point at what you do pile”

**Educando a la comunidad**

Providing education to the community

04

## Label & Group Your Resources

Make your life easy by grouping the resources in a way you can “title” and learn short phrases to support.

### Open Conversations

**Title: Hable con sus hijos (talk to your kids)**  
**Converse con los jóvenes (talk to youth)**

#### What they might ask:

**Qué es esto?**

What is this?

**Como que se usa?**

How do you use it?

**Para que es?**

What is it for?

#### How to respond:

**Esto es para tener conversaciones con sus hijos sobre las sustancias y la salud mental.**

This is to have conversations with your kids about substances and mental health

**Las instrucciones estan en el hoja**

Instructions are on the page

**Para tener conversaciones con los jóvenes**

To have conversations with youth

**04**

## **Label & Group Your Resources**

Make your life easy by grouping the resources in a way you can “title” and learn short phrases to support.

**Substance 101/ More resources**

**Title: Mas informacion (more information)  
Mas recursos (More resources)**

### **What they might ask:**

**Que es esto (pointing to pile)?**  
What is this?

### **How to respond:**

**Estos son recursos adicionales**  
These are additional resources  
**Mas informacion**  
More information

## **Bonus Points: Make a Section for Partner Resources**

**Titled: Recursos/ Información de otras agencias**

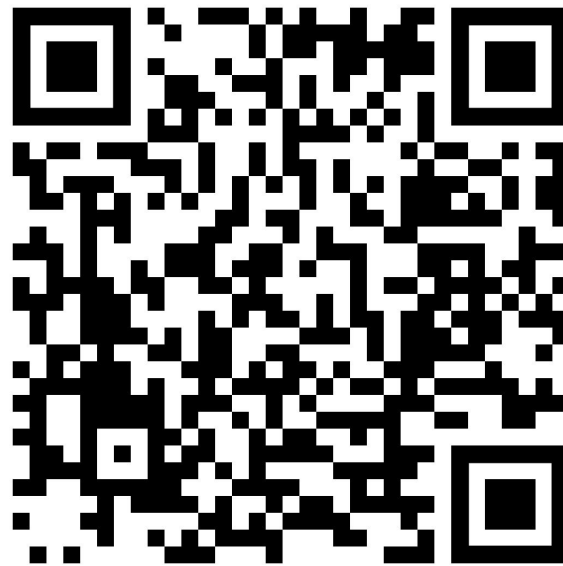
Información de otras agencias

Information for other agencies

# Resources

## Substance 101

There is no need to reinvent the wheel. Scroll to the bottom of our resources page where we have gathered Spanish resources created by SAMHSA.



# Resources

## Narcan 101

Narcan: What is it? When do I administer it? How do I administer it?

All answered here.





# Resources

## Narcan 101

Narcan: What is it? When do I administer it? How do I administer it?

All answered here.

### CÓMO Y CUÁNDO SE DEBE ADMINISTRAR NALOXONA (NARCAN®)

**Cuándo administrar:** Si alguien muestra signos de una sobredosis de opioides, que pueden incluir pupilas pequeñas y constreñidas, pérdida del conocimiento, respiración lenta, débil o nula, sonidos de asfixia o gorgoteo, cuerpo flácido, piel fría y húmeda y piel descolorida (especialmente en los labios y uñas).

**Cómo administrar:**

**1. Administre la primera dosis.** Inserte suavemente el dispositivo dentro de una fosa nasal hasta que todo el dispositivo este en la nariz de la persona. Después, presione el disparador con firmeza para rociar toda la dosis de Narcan dentro de la fosa nasal.

**2. Llame al 911 y administre respiraciones de rescate.** Digale a la autoridad que ha administrado NARCAN.

**3. Espere dos minutos** y administre la segunda dosis si la persona aún no responde.

La ley del buen samaritano protege a la persona que administra la naloxona.

### ¿QUÉ ES LA NALOXONA (NARCAN®)?

La naloxona (Narcan®) es un medicamento que revierte rápidamente una sobredosis de opioides. Narcan® puede restaurar la respiración normal de una persona si su respiración se ha ralentizado o detenido debido a una sobredosis de opioides. Narcan® no tiene efecto en alguien que no tiene opioides en su sistema y no es un tratamiento para el trastorno por consumo de opioides.



Escanee Aquí  
Para Obtener  
Más Información  
Sobre El Narcan®



Sea un Buen  
Vecino.  
Lleve Narcan®  
Consigno.



# Resources

## Narcan 101

Narcan: What is it? When do I administer it? How do I administer it?

All answered here.

## ESCANEE AQUÍ

PARA OBTENER MÁS INFORMACIÓN SOBRE EL  
NARCAN® INCLUYENDO COMO Y CUANDO  
ADMINISTRARLO.



# Examples of Other Resources

## Horario de Reuniones AA/ NA

### GRUPO

### HORARIO

**NUEVA  
ESPERANZA**

Grupo Nueva Esperanza  
1304 W Bramlett Rd  
Lunes - Domingo 8 pm

**UN NUEVO  
COMIENZO**

Supermercado Latino  
1605 Easley Bridge Rd  
Lunes - Domingo 8 pm

**TRANSMITELO  
SUR**

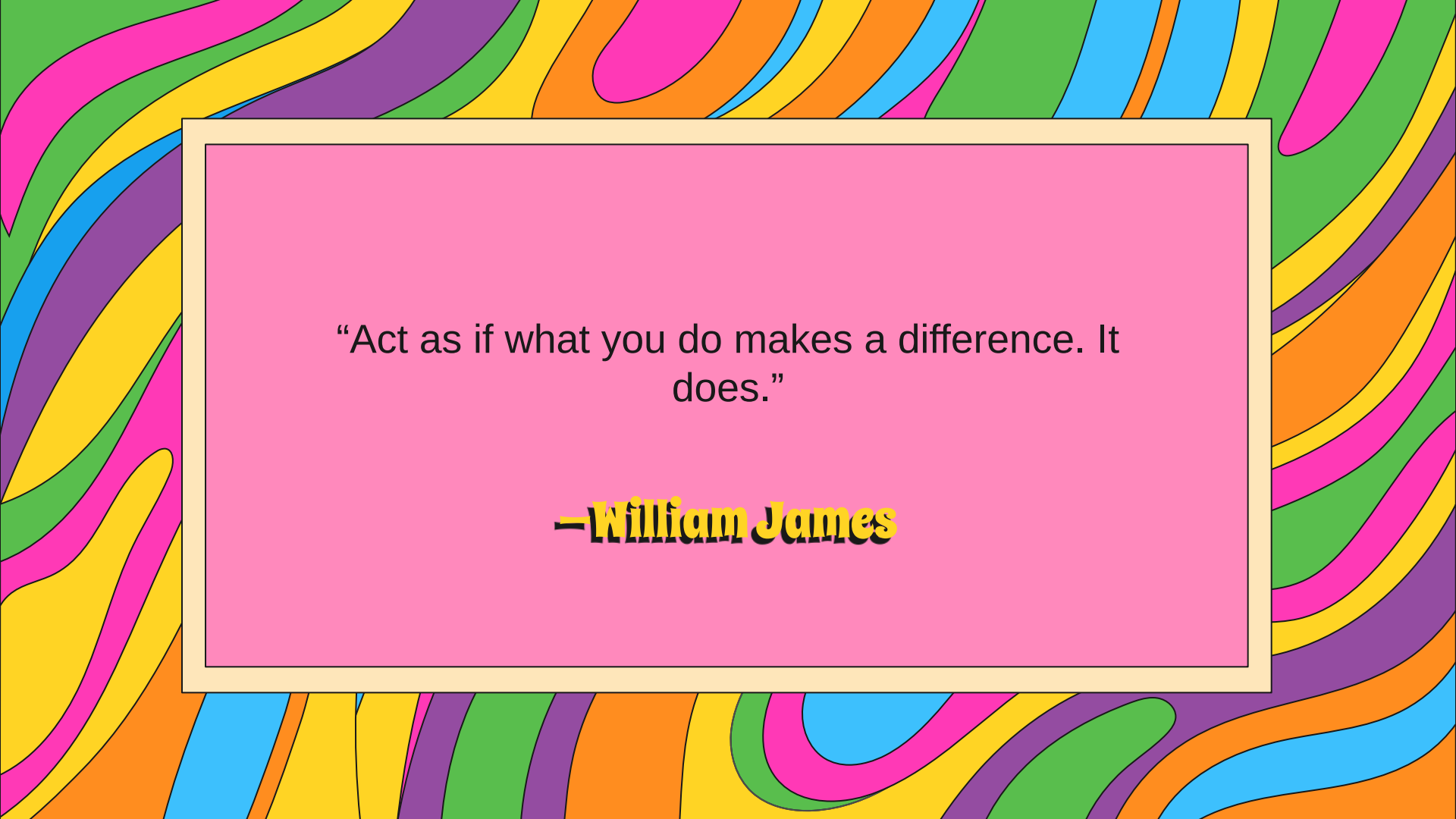
Transmitelo Sur  
420 Four Oak Way  
Lunes - Domingo 8 pm

04

# Activities & Questions

Let's practice!





“Act as if what you do makes a difference. It does.”

**—William James**

# Activity

Pair up with someone to practice what you have learned  
**OR**  
Brainstorm other ways in which you can increase your agencies capacity to help this community



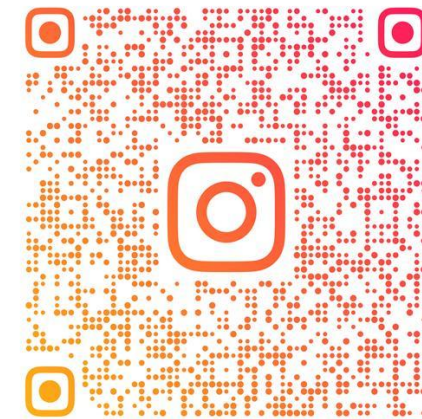
# Questions



# While you are here!

**Follow us on IG/ FB**

@phoenixprevention



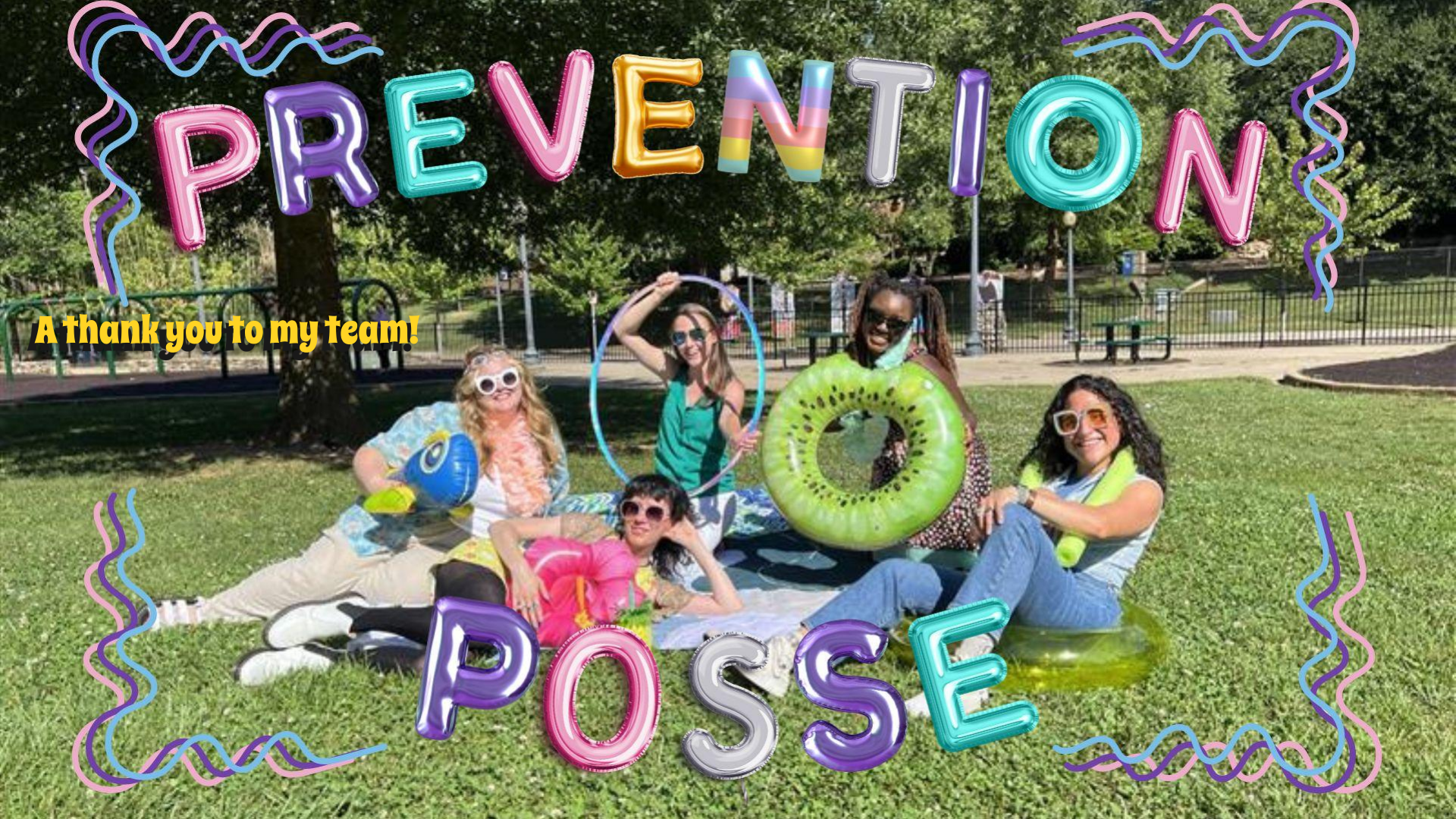
PHOENIXPREVENTION



# PREVENTION

**A thank you to my team!**

# POSSE





# Contact Information

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# Thanks for spending time with me

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# Reading Materials

Cultural Values Associated with Substance Use among Hispanic Emerging Adults in Southern California.

Substance Abuse and the Hispanic Community

# Additional References

Substance Abuse Prevalence and Treatment Among Latinos and Latinas