

Engaging Your Hispanic Population

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Community Connected

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Objectives

1. Describe the history and statistics of the Hispanic population in America
2. Review strategies for pharmacies to better engage their Hispanic employees and patients
3. Identify the stakeholders in the community committed to Hispanic health and explain how a pharmacy owner can expand his/her services to support this patient population

Setting the Stage

- A community pharmacy owner living in south Texas has Hispanic population living within 5 miles of his pharmacy. However, he notices that he has not had many Hispanic patients get their prescriptions filled at his store. What can he do to become a trusted member in his community and increase his store sales?

A QUICK BREAKDOWN

HISPANIC

Hispanic is defined as relating to Spain or Spanish-speaking countries. It typically classifies people based on language.



LATINO

Latino refers to geography and says nothing about your race.



LATINX/LATINE

Latinx/Latine are gender-neutral forms of the word Latino or Latina.

History of Latinos in America

- Mexican American history begins after the annexation of Northern Mexico in 1848 to the U.S territory and they are the oldest inhabitants in the country of Mexican origin. On the other hand, we have Mexican immigrants who are the newest group that came to the country during the 20th and 21st centuries.
- U.S history has been influenced and shaped by Mexican American history for centuries through language, culture, politics and food. One of the most influential movements was the Chicano movement in the 1960s.
- The Chicano movement activists created a pro-barrio movement to address to civil right struggles that had preceded in the Mexican American culture.
- There are 62.1 million Hispanics in the U.S, according to the 2020 census data. Mexicans are the largest Hispanic subgroup as 61.6% of Hispanics in the U.S.
- Latinos have been contributing to the U.S. since the 16th century!

History of Latinos in America

The U.S. as we know it would not exist without Hispanics.

- The first U.S. colony was Hispanic - San Agustín, Florida, in 1567.
- Hispanics invented the saddle and brought cattle and large-scale ranching.
- Business: We invented delivery services like UPS or Fedex.
- Politics: The first Hispanic, Dominique de Bouligny, served in the House of Representatives from 1807. Today 47 Hispanics serve in Congress.
- Hispanics are the most decorated minority. We have fought to defend our freedom in every single war.
- Sports: First Hispanic to play in a major league of baseball Luis Miguel Castro in 1902! Ignacio Molinet was the first Hispanic player of the NFL in 1927.

Source: History Channel How St. Augustine Became the First European Settlement in U.S (2020) ,
National Geographic, Ranching (2022)
The Wall Street Journal - Small Package- Delivery Companies Grow as Businesses Seek Alternatives to UPS, FedEx (2023)
The Hispanic Heritage Baseball Museum Hall of Fame- The First Hispanic Baseball Player in Major League Baseball (2021)
ESPN- A pioneer largely forgotten: Ignacio Molinet was NFL's first Hispanic player (2016)
The Center Square- 14 new Hispanic Americans sworn into Congress on Tuesday (2023)
NBC News - Military veterans: We need to recognize Latinos' long history of service (2022)



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HISPANIC PROGRESS

2060

Hispanics under 18 years of age will be **31.9% of the total youth** population.

1 in 3 women in the U.S. will be Latina.

2050

The projected U.S. Hispanic population is **132.8 million** people or **30.2%** of the total.

Latinos will be the **largest voting segment in the top 3 States** in terms of electoral college votes

By 2050 **53 million** Latinos will be **NFL fans**.

By 2050 **2 out of 5 MLB players** will be Latinos.

2030

Latinos are projected to make up **22.4%** of the **U.S. labor force**.

The Hispanic **voter population is expected to grow to 18% by 2036** from 12 percent in 2016.

In **Nevada and Florida**, Hispanics are projected to become **more than one-quarter** of the eligible electorate in 2036.

2020

By **2025**, Hispanics will likely **contribute more to US GDP growth** than non-Hispanics.

Latina Nurses are expected to grow **from 18% to 25% of the population by 2025**.

College enrollment of Latinos will **increase 26%** between 2015 and 2026.

Source: Forbes- Hispanic not trump are the biggest engine of us economic growth (2019)
US. Bureau of labor of statistics - A look at the future of the us labor force to 2060 (2016)

Peterson Institute for international economics - The Economic Benefits of Latino Immigration: How the Migrant Hispanic Population's Demographic Characteristics Contribute to US Growth (2019)

CAP- America's Electoral Future (2018)

Census.gov - Demographic Turning Points for the United States: Population Projections for 2020 to 2060 (2020)

L'attitude- The economy Consumer Buying Power Business (2021)

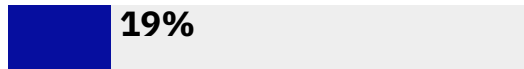


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2020 CENSUS - HISPANICS ARE THE PEOPLE & DIVERSE

2020 CENSUS (+2021 updates)



Total U.S. population is now comprised of more than **62M Hispanics**.



Hispanic-Americans contributed over half of total **population growth** within the U.S.

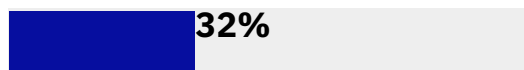
Non-minority population growth was **negative**.



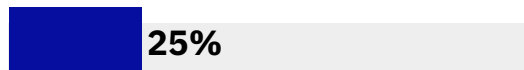
Hispanics are US born, while 13% are Foreign born but naturalized, with 20% being Foreign born non-Citizens.



Traditional gender split (male/female) is **50/50**.

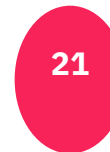


Gen Z is the largest audience within the Hispanic community.



¼ children in the US are Hispanic.

WE ARE DIVERSE!



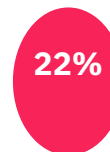
countries where **Spanish** is the official language.



Latinos identify as **Afro-Latino**.



consider themselves **Indigenous** or **Native American**.



of Latino Millennials are more likely to identify as **LGBTQ**.

The breadth of people and cultures that are covered under the term "Hispanic":

- People with roots in Spain, Central America, South America, and Spanish speaking nations of the Caribbean
- Sometime **Brazilians** prefer to be included under the "Latino" denomination, instead of the "Hispanic" one.



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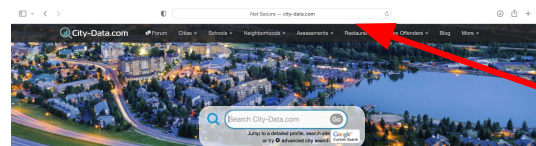
MORE

Population Search

Searching your county or zip code to view the demographic data of the patients that live around your pharmacy.

US census, Centers for Disease Control (CDC), state health department or another source

- <http://www.city-data.com/>
- <https://www.census.gov/>
- <https://www.countyhealthrankings.org/explore-health-rankings>



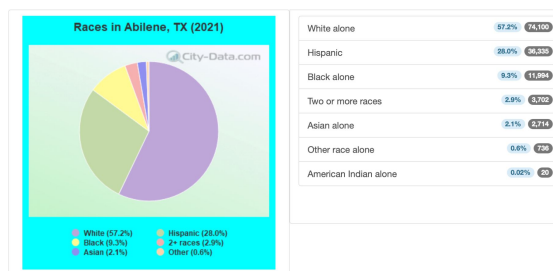
Step 1:
Go to
www.citydata.com



Step 2:
Type in your city
of concern

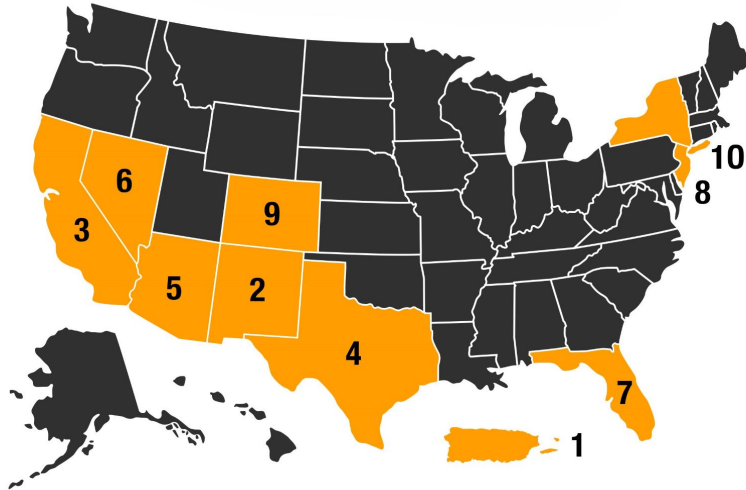


or search by
category here



Step 3:
Scroll down to see the
demographic

Hispanic



Map of the United States showing the top 10 states/territories with the largest percentage of Hispanics/Latinos according to the Census Bureau.

1. [Puerto Rico](#)
2. [New Mexico](#)
3. [California](#)
4. [Texas](#)
5. [Arizona](#)
6. [Nevada](#)
7. [Florida](#)
8. [New Jersey](#)
9. [Colorado](#)
10. [New York](#)

HISPANIC/LATINO POPULATION INFORMATION

This profile offers an overview of the social, economic, and environmental factors that shape the health of the Hispanic/Latino population in the United States. Considering the unique environments, cultures, histories, and circumstances of Hispanic/Latino populations is fundamental to improving their health outcomes and reducing disparities. Factors such as education, income, and health insurance coverage, which are examples of non-medical drivers to health, can affect various health, function, and quality-of-life outcomes and contribute to disparities in health outcomes.



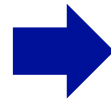
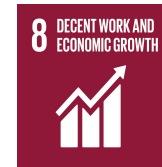
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<https://minorityhealth.hhs.gov/american-indianalaska-native-health>

SYSTEMIC BARRIERS OF HISPANICS

H-SDGS: A master plan for The Community Anchored on The Sustainable Development Goals.



1

2

3

<i>In-language</i> Health education focus.	Support programs to navigate education system.	Reduce Latina pay gap by raising awareness and transparency.	Apprenticeship and Internship programs (link from school to workforce).
Increase representation of Latino healthcare workers.	Assure high quality early childhood education.	Mentorship programs to help Latinas advance.	Training programs on soft skills. (problem-solving, working in diverse teams).
<i>In-language</i> Mental health support.	Increase preparation for STEM and Healthcare careers.	Change perception campaign highlighting Latina role models.	Unconscious bias & anti-racism training.

Engagement

Employees, Patients, Community Stakeholders

Creating a business proposition around a niche market

Engaging Your Employees

Organize event or initiatives that celebrate Mexican Culture

- The biggest holiday in Mexico is the **Mexican Independence Day in September 15th**. It is a significant and widely celebrated holiday to celebrate the anniversary of the country's independence from Spain and it kickstarts Hispanic Heritage Month which is also a celebration for other Latino countries' independence all the way **until October 15th**.
- It is a time for:
 - Celebration
 - Traditional foods and drinks
 - Traditional dances

Engaging Your Employees

Hispanic Heritage Month

Here are a few things that Latino employees are likely to appreciate:

1. Food catering during lunch: Hispanic people often show appreciation through food. This is a patriotic month that allows Latinos to embrace their culture and roots and food is one of the best ways to celebrate Hispanic Heritage Month.
2. Decorations: It is customary to decorate spaces with Latin countries flags, sombreros, ponchos, and colorful papel picado banners.

Takeaway: decorate your pharmacy to show inclusivity!



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Engaging Your Employees

3. Collaborative Playlist: music is a huge part of Latin Culture. Music could be played during working hours and everyone could add their favorite songs in Spanish to the playlist.

4. Learn: not everyone celebrates Hispanic Heritage Month. There is many different traditions and celebrations particular to the Latin culture. Dia de Muertos and Cinco de Mayo are not celebrated during Hispanic Heritage Month and Cinco de Mayo is not Mexico's Independence Day.

ASK : You may ask employees what kind of celebrations do they have and how do they celebrate their culture? Hispanic culture is very diverse and there is many different ways to celebrate heritage and culture.

Engaging Your Employees

Cinco de Mayo

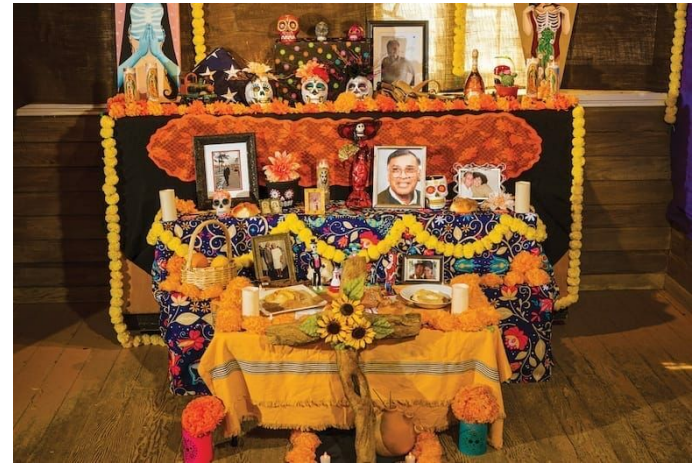
- Cinco de Mayo is a celebration of Mexico's victory over the Second French Empire at the Battle of Puebla in 1862. It is a bigger celebration in the U.S than it is in Mexico and the first celebration took place in Columbia California. This holiday is bigger in the U.S. than it is in Mexico as it gained more popularity during the Chicano Movement.



Engaging Your Employees

Día de Muertos

- Día de Muertos is another colorful celebration in the Hispanic culture where we celebrate death by honoring it through remembering those who have passed and celebrate their legacy through sharing memories. It is one of the biggest celebrations in Mexico and the celebration consists of creating home altars to remember those who have passed, it is also a holiday for prayer and remembrance. There is also traditional dishes that are prepared during the holiday such as pan de muertos and sugar skulls that are colorfully decorated.



Engaging Your Employees

The specific dates of Hispanic holidays vary by country as different countries celebrate on different days but the celebrations are similar across the countries.

Hispanic Heritage Month - September 15th-October 15th

Cinco de Mayo - May 5th

Día de Muertos - November 1st and 2nd (varies by country)

- Hispanic holidays are widely celebrated by all Latinos, hence employees may appreciate:
 - Incorporating those celebrations at work through food and music
- People might not ask for a day off because it is more of a celebration time

Key Takeaway: As an employer knowing when these days are will help in creating a more inclusive work culture

HISPANIC VALUES

HARD WORK - Eight-in-ten of young latinos say that most people can get ahead in life if they work hard.

AMBITIOUS - Young Latinos have higher aspirations for career success. 89% say it is very important in their lives, compared with 80% of the full population of 18- to 25-year-olds.

FIGHTERS - Hispanics know how to overcome difficult situations: 45% of Hispanics who grew up in the lowest income quintile made it to the middle class or even higher, compared to 46% of whites and 25% of blacks.

OPTIMISTIC- Young Latinos are optimistic about their futures. More than seven-in-ten (72%) expect to be better off financially than their parents.

FAMILY AND FRIENDS- Latinos are family oriented and value connection and communication.



SUPPORTING EACH OTHER IS THE LATINO WAY

LATINO FAMILIES
Are
44% LARGER THAN THE REST

50% LIVE IN 
multigenerational
HOUSEHOLDS

84% say spending
TIME WITH FAMILY
IS A TOP PRIORITY

HISPANICS
LIKE LIVING TOGETHER
49% LIVE IN
7 states, 30 counties

48% HAVE CHILDREN
↓↓↓ UNDER ↓↓↓
18 YEARS OLD
(vs. 28% non-latino)

   **IN THE LAST 6 MONTHS**
49% HAVE SUPPORTED
a Latino owned business.

 They represent a disproportionately large percentage of
HEALTH WORKERS & CAREGIVERS

TWO THIRDS
of the population would
trust Latinos with
 **THEIR CHILDREN**

THEY ARE AN
ACTIVE & TRUSTED
part of the community

 For more info go to
hispanicstar.org



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Engaging Your Employees

Incentives

- Bilingual employees are highly valued in a specific demographic. Hispanics are currently the largest minority group in the United States. And yet, that population is underrepresented in health care fields, including pharmacy, with Hispanics making up only 4.5 percent of the 342,000 employed pharmacists across the country.
- Bilingual employees often don't get incentivised for the additional skill

Engaging Your Employees

Latinas: the minority within the minority

UNDERREPRESENTED

- At Entry level Latinas represent 18% of employees while white men represent 35%.
- For every 100 men promoted to manager only 71 Latinas are promoted.
- In the senior level positions Latinas represent 3% while white men represent 66%

Engaging Your Employees

Latinas: the minority within the minority

MISREPRESENTED

- Despite their exceptional contributions as smart women who work in many fields and lead the charge in the creation and growth of small businesses, non-Hispanics only define Latinas by physical stereotypes such as being beautiful, sexy, and loud.

Engaging Your Employees

Latinas: the minority within the minority

UNDERVALUED - LATINA EQUAL PAY DAY

- On Average Latinas in the US make 53 cents of every dollar earned by white, non-Hispanic men.
- Latinas have to work twice as hard or nearly twice as long to take home the same paycheck.
- Hispanic women make less than white non-Hispanic men at every education level.
- Latinas negotiate for a raise as often as white men do, but they're not getting the same results.
- Latina nurses earn 70% of what white men nurses earn.



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Engagement Increasing Your Sales

How to “Market” to Your Hispanic
Population

Engaging Your Patients

Pharmacy Staff Greetings

Hispanics greet each other with the following

- Instead of Hello - Hola - Click [Here](#) to learn how to pronounce
- Instead of Hello, another way of greeting - Buenos días/tardes/noches - Meaning “Good Morning/Afternoon/Evening” - Click [Here/Here/Here](#) to learn how to pronounce
- Instead of Thank you – Gracias - Click [Here](#) to learn how to pronounce
- Instead of Goodbye – Buen día - Click [Here](#) to learn how to pronounce

Buen día! It is a very warm and kind greeting to display inclusivity, comfort and build trust at your pharmacy and it can mean hello and goodbye.

Engaging Your Patients

Pharmacist Counselling

- Hispanic holidays are typically celebrated over the night and some over a couple of consecutive days.
 - Medication supply: Some customers may stock up on necessary medications after or during the holiday. They also often travel to visit their relatives, so ensure that the pharmacy has an adequate supply to meet their needs.
 - Language and cultural sensitivity: Hispanic customers may come to the pharmacy with their cultural customs. Greeting them with “Buen día” is a respectful way to acknowledge their culture.
 - Salty & sweet food, alcohol and medication adherence: traditional Hispanic foods and increased alcohol consumption are common practice. It is important to educate patients about the potential health implications.
 - Travel vaccination recommendations: hepatitis A, hepatitis B, malaria, measles, rabies and typhoid.



Customized counseling points for your Hispanic population

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Engaging Your Patients Decorations

Your customers would appreciate and be pleasantly surprised by the inclusivity through decorations. Colorful flags or Latin Countries flags would make them feel welcomed and appreciated.

Here are some ideas:



Amazon has all the decorations



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Example OTC Display



Comunidades Saludables • Más Fuertes Juntos

Opciones saludables para ti y tu familia

DISFRUTA LA VIDA CUIDA TU SALUD

PEQUEÑOS PASOS GRAN IMPACTO
(CUIDA DE TI Y DE LOS QUE AMAS!)

CELEBRA A LGARANDE • VIVE • SALUDABLE

ALIVIO DEL DOLOR	ALIVIO DEL DOLOR	ALERGIA Y SINUSITIS
    	    	
SALUD DIGESTIVA	Salud en boca	TOS, RESFRÍO Y GRIPE
      	      	
PRIMEROS AUXILIOS Y BIENESTAR	ESENCIALES DE SALUD DIARIA	
      	       	

Tu Farmacia Comunitaria – Pensando en Tí, Hoy y Todos los Días.
Cuidado Local, Personas Reales, Mejor Salud.

Engaging Your Patients Social Media

Posting something in celebration of Hispanic Heritage Month or any of the other holidays on your pharmacy social media pages would be appreciated by your customers as you are being inclusive and advocating for their culture.

- Hispanics are very digital
- 75% of Latinos are active users versus 68% for the total population.
- Latinos lead in the use of Twitter with 11.1% vs. 6.7% of non-Hispanics, spending nearly 6 hours a day on social media.
- 17% more likely to access the web. More through their phone than a computer.

Engaging Your Patients Social Media

Recommended hashtags:

#HispanicHeritageMonth

CincodeMayo

Recommended posts: refer to the Community Connected Digital Marketing toolkit [here](#)

Engaging Your Patients

Religious Considerations

Hispanics are also very religious; among the Hispanic community in the United States, Christianity is the predominant religion, and fasting practices during lent vary from person to person.

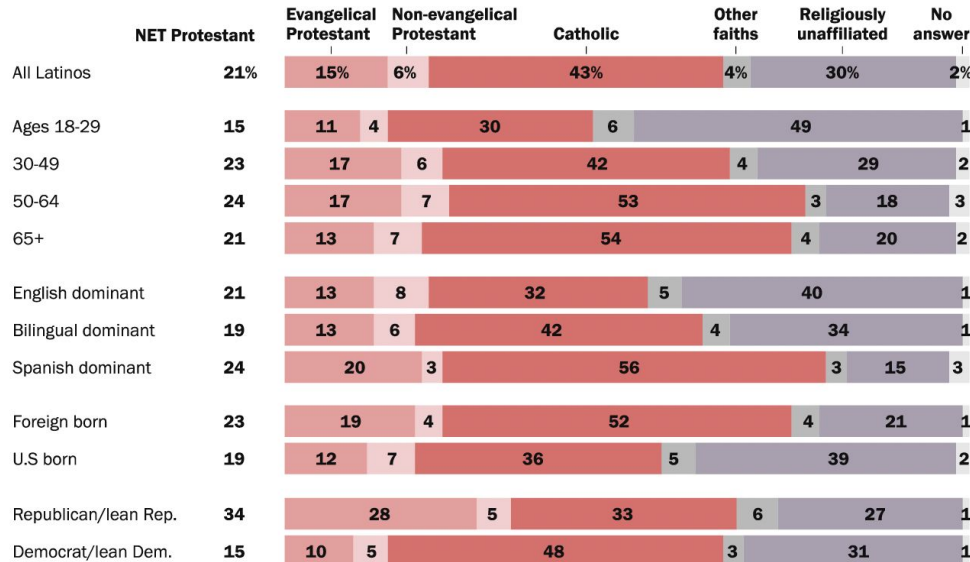
- While some people may observe fasting practice during lent, others may choose to not fast or fast on specific days of the week or just abstain from red meat during this time.
- It is important to provide advice regarding gelatin capsules.
- Stocking vegetable or plant-based capsules if you do compounding at your pharmacy will be important for the Christian clientele
- Stocking OTC products or prescription products that contain vegetable derivatives versus gelatin derivatives

Engaging Your Patients

Religious Considerations

Young U.S. Hispanics are less Catholic and more likely to be religiously unaffiliated than older Hispanics

% of U.S. Latino adults who identify as ...



Note: Figures may not add to 100% due to rounding. Religious affiliation for Latinos is weighted to targets drawn from the 2021 National Public Opinion Reference Survey.

Source: National Survey of Latinos conducted Aug. 1-14, 2022.

"Among U.S. Latinos, Catholicism Continues to Decline but Is Still the Largest Faith"

PEW RESEARCH CENTER

According to Pew Research Center, Catholicism is the largest faith among Latinos.

Similar to American Christians, they largely share the same principles, beliefs, and holidays.



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<https://www.pewresearch.org/religion/2023/04/13/among-u-s-latinos-catholicism-continues-to-decline-but-is-still-the-largest-faith/>

Engaging Your Patients

Places of Interest

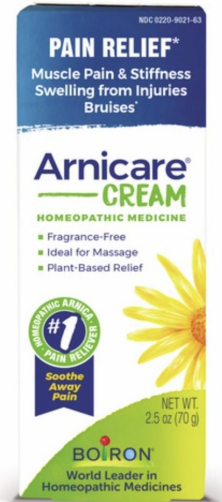
- Sharing information regarding Mass service in Spanish or Hispanic Churches/Temples in your area could engage your Christian patients as you take their religious preferences into consideration.
- Additionally, familiarizing yourself with common places that your patients might visit could help you bring more cultural awareness into your practice.
 - Bazaars
 - Traders Village/Pulga
 - Mexican grocery stores

OTC Inventory

Adding a small OTC section of products that are commonly used by Hispanics would create inclusivity and representation at your pharmacy; you can order them from your supplier.

The following are some of the common products used by Hispanics:

- Arnica: pain relief and bruise healing
- Bedoyecta: Multivitamin with B12 for energy
- Derman: antifungal
- Tukol: cough suppressant
- Picot: effervescent antacid/nausea/indigestion relief



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Hispanic /Latino Health

Asthma

Cancer

Chronic Liver Disease

Diabetes

Heart Disease

Hepatitis

HIV/AIDS

Immunizations

Infant Health & Mortality

Mental and Behavioral Health

Obesity

Organ Transplants

Stroke

<https://minorityhealth.hhs.gov/hispaniclantino-health>

Travel Vaccinations - Immunization updates



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™



Travelers' Health

Travelers Health > Mexico

[Travelers Health](#)

Destinations (244)

Mexico

Healthy Travel Packing List

Travel Notices

Advice for Travelers

Find a Clinic

Disease Directory

Clinician Resources

CDC Yellow Book

Research and Surveillance

Mexico



Travel Health Notices

On This Page

[Travel Health Notices](#)

[Vaccines and Medicines](#)

[Non-Vaccine-Preventable Diseases](#)

[Stay Healthy and Safe](#)

[Packing List](#)

[After Your Trip](#)

[Hide](#)



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Diabetes and Hispanic Americans

- In 2020, Hispanics were 1.5 times more likely than non-Hispanic whites to die from diabetes.
- In 2022, Hispanic adults were 60% more likely than non-Hispanic white adults to be diagnosed with diabetes by a physician.
- In 2020, Hispanics were more than twice as likely to be hospitalized for treatment of end-stage renal disease related to diabetes as compared to non-Hispanic whites.

Adults age 18 and over with diagnosed diabetes, age-adjusted percentage, 2019–2021

	Hispanic	Non-Hispanic White	Hispanic / Non-Hispanic White Ratio
Men	12.2	7.7	1.6
Women	11.3	6.1	1.9
Total	11.7	6.9	1.7

Source: CDC, 2022. National Diabetes Statistics Report, 2021. [Appendix Table 3](#) .

<https://minorityhealth.hhs.gov/diabetes-and-hispanic-americans>

Mexican Dietary/ Lifestyle Interventions

Foods	Explanation	Intervention
Breakfast - Huevos Rancheros 	eggs, tortilla, salsa, cheese, beans 1 tortilla - 3.5g fat, 25g carbs, 6g fiber 1 medium egg - 44g protein ½ cup cheese - 6g fat	Healthy Huevos Rancheros 2 corn tortillas (instead of fried, lightly toasted) 2 eggs (cooked in a small amount of olive oil instead of fried) Black beans (no lard, just seasoned with garlic, cumin, and a little lime) Fresh homemade salsa (tomatoes, onions, jalapeños, cilantro) Avocado slices (healthy fat) Cotija cheese (small amount for flavor) Why it works: Whole grains (corn tortillas), lean protein (eggs & beans), fiber-rich veggies, and healthy fats from avocado.
Lunch - Tacos 	tortilla, meat, vegetables, salsa 1 tortilla - 3.5g fat, 25g carbs, 6g fiber 3 ounces of chicken - 25g protein 1 tbs salsa - 4 calories Total fat - 13g	Nutritious Tacos de Pollo & Grilled Veggies 2 small corn tortillas Grilled chicken breast (lean protein, seasoned with lime, garlic, cumin, and chili powder) Grilled bell peppers and onions Cabbage slaw (cabbage, carrots, lime juice, cilantro) Salsa verde Side: A small portion of whole pinto beans

Mexican Dietary/ Lifestyle Interventions

Foods	Explanation	Intervention
Snack - Churros 	fried dough, cinnamon, sugar one serving (3.5 oz / 100g) of churros - 364 calories Total fat - 25.2g Protein - 7.3g	Licualdo (Healthy Smoothie) – Blend unsweetened almond milk, ½ banana, a handful of spinach, and a sprinkle of cinnamon. (Protein, fiber, healthy carbs) Frutas con Chile y Limón – A mix of watermelon, jicama, and mango with lime and chili powder. (Fiber, vitamins) Elote (Healthier Version) – Grilled corn on the cob brushed with lime juice, a light sprinkle of cotija cheese, and chili powder instead of mayo. (Fiber, healthy carbs) Handful of Pumpkin Seeds – Great for healthy fats and protein.
Dinner - Mole 	A complex sauce made with chili peppers, chocolate, and spices, served over chicken or pork. ½ cup hominy - 18g carbs, 2g fiber, 3 ounces of chicken - 25g protein total fat per cup - 10.9g	Lightened-Up Chicken Mole with Brown Rice 3-4 oz grilled chicken breast Homemade mole sauce (using less sugar and oil, keeping flavors from dried chiles, cacao, garlic, cinnamon) ½ cup brown rice Side of sautéed zucchini and nopales (cactus)

Other Mexican Food Choices

Breakfast	Lunch	Dinner	Snacks
Chilaquiles Tortilla chips simmered in salsa and topped with cheese, eggs, and sometimes chicken or pork	Tortas Sandwiches made with crusty bread and filled with meats, cheeses, and vegetables.	Pozole A complex sauce made with chili peppers, chocolate, and spices, served over chicken or pork.	Frutas con Chile Fresh fruit sprinkled with chili powder and lime juice.
Licuada A smoothie made with fruit, milk, and sometimes vegetables or protein powder.	Enchiladas Tortillas filled with meat or cheese, covered in sauce, and baked.	Chiles Rellenos Poblano peppers stuffed with cheese or meat, battered and fried.	Elote Corn on the cob grilled and topped with mayonnaise, cheese, and chili powder.

Mexican Herbal Remedies

This is for informational purposes only. For medical advice or diagnosis, consult a professional.

Several Mexican herbs have been traditionally used to manage diabetes, and some have shown promising results in scientific studies. Here are a few examples with references:

- **Nopal (Prickly Pear Cactus):** Nopal is a popular food in Mexico and has been used for centuries to treat diabetes. Studies have shown that nopal can help lower blood sugar levels, improve insulin sensitivity, and reduce cholesterol.
 - **Reference:** Frati, A. C., et al. "The effect of nopal (*Opuntia ficus indica*) on glucose control in subjects with type 2 diabetes." *Diabetes Care* 14.5 (1991): 490-496.
- **Guarumbo (*Cecropia obtusifolia*):** Guarumbo is a tree native to Mexico and Central America. Its leaves have been used to treat diabetes for centuries. Studies have shown that guarumbo can help lower blood sugar levels and improve insulin sensitivity.
 - **Reference:** Andrade-Cetto, A., et al. "Hypoglycemic effect of *Cecropia obtusifolia* (Bertol) in NIDDM patients." *Journal of Ethnopharmacology* 57.1 (1997): 1-7.

Mexican Herbal Remedies

- **Cilantro (*Coriandrum sativum*):** Cilantro is a common herb used in Mexican cuisine. Studies have shown that cilantro can help lower blood sugar levels and improve insulin sensitivity.
 - **Reference:** Aissaoui, A., et al. "Effects of *Coriandrum sativum* L. on blood glucose and lipids in diabetic rats." *Journal of Ethnopharmacology* 129.2 (2010): 278-282.

It is important to note that these herbs should not be used as a replacement for conventional diabetes treatment. They may be helpful as a complementary therapy, but it is important to talk to your doctor before using any herbal remedies.

Engagement Community Stakeholders

Networking- Going outside your comfort
zone

Engaging Community Stakeholders

- [National Hispanic Pharmacist Association](#)
- [Proyecto Inmigrante](#)
- [TPA - Chris Alvarado](#)

Church

“A Place of Worship for Catholicism and Christianity”

Iglesia

The Church is a community Hub and serves its people.

- Sunday classes for learning the Spanish language, culture, and traditions are commonly offered in many Hispanic churches. They also host mass in Spanish.
- These classes are a way for first-generation Hispanic parents to pass on their language and heritage to their children, helping them maintain a connection with their cultural roots.
- Churches often organize social events, support groups, educational programs, and charitable activities that foster a sense of community and provide assistance to its members.
- The Church serves as a place for cultural preservation, education, and community building.

Church

“A Place of Worship for Catholicism and Christianity”

- The Priest in a Catholic Church in Spanish is called “Padre”- Father
- The Priest in a Christian Church in Spanish is called “Pastor” - Sheppard
- There are also various events that are celebrated throughout the year

Networking Opportunity: A pharmacy owner can ask to be a part of these events and be put on the invitation list to meet with the community members in his area.

Museums & Art

Museums dedicated to Latin American Culture in the U.S.

- Museum of Latin American Art - Long Beach
- The Mexican Museum - San Francisco
- Gary Nader Latin American Art Centre - Miami
- Mexic-Arte Museum - Austin
- [And more!](#)

Hispanic Heritage Month

September 15th - October 15th 2025

CONNECT GENUINELY WITH HISPANICS AS EMPLOYEES, CONSUMERS AND AS A COMMUNITY

This ready-to-go toolkit contains a messaging framework, datasets, and branding & communication assets to send a strong and unified message about the positive contributions of Hispanics.

[Hispanic Heritage Month Toolkit 2025](#)



EXPECT MORE

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Avoiding, Debunking, Demystifying

Stereotypes

A QUICK BREAKDOWN

HISPANIC

Hispanic is defined as relating to Spain, or Spanish-speaking countries. It typically classifies people based on language.

LATINO

Latino refers to geography and says nothing about your race.

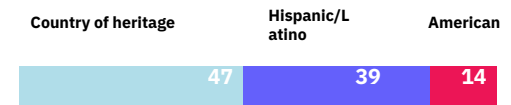
LATINX/LATINE

Latinx/Latine are gender-neutral forms of the word Latino or Latina.

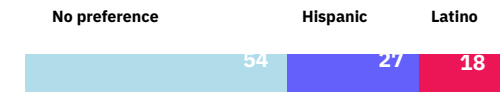
LABELS ARE DISTRACTING

Hispanics have mixed views on how they describe their identity

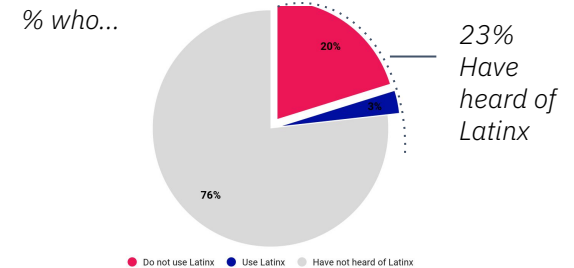
% of Hispanics saying they describe themselves most often as...



Do you prefer the term “Hispanic” or “Latino”?



Most Latino adults have not heard of the term Latinx; few use it



WE HAVE A PERCEPTION CRISIS

The reality doesn't match the data. We need to own and change our narrative. Let's set the record straight.

FOR MEDIA/EVERYONE

cowboy hats **lazy** ponchos

overtly sexualized dusty desert

drug dealers exotic lovers poor

illegal immigrants

gang members loud

automatically mexican

2020 CENSUS



**PROGRESS
GROWTH**

Stereotype

Are Hispanics...?

- Hispanics are usually reported on in crime, immigration, or drug-related stories than in accomplishments
- Stereotypes differ between men and women.
- Hispanic and Latino men are more likely to be stereotyped as unintelligent, comedic, aggressive, sexual, and unprofessional, earning them titles as "Latin lovers," buffoons, or criminals.
- Hispanic and Latina women, similarly, are typically portrayed as lazy, verbally aggressive, and lacking work ethic.

Other Stereotypes

- Gang members, illegal aliens, homogeneous origin (everyone is Mexican), uneducated, hard labor worker, latin lovers/fiery/hot
- The “limited English proficiency” stereotype: This stereotype overlooks the fact that many Hispanics are bilingual and they work in various fields, including education, business, healthcare.

Stereotype Sensitivities: As a pharmacist, it is important to understand and recognize stereotypes for providing equitable and patient care.

Did You Know?

McKesson Wholesaler has Spanish labeled products to stock your OTC section.

[The Hispanic Heritage Month Briefing Book](#) contains information that brings out awareness about the culture.