



# GREEN COUNTY LATINX COMMUNITY HEALTH REPORT 2021

CLOSING THE GAP





## REPORT OVERVIEW



### Green County Community



### Health



### COVID-19



### Opportunities and Recommendations



# Summary

The Green County Latinx Community Health Report summarizes findings from Latinx community health outreach activities including a series of four COVID-19 vaccine clinics in Monroe, WI aimed at reaching the Latinx population, outreach to businesses with higher volumes of Latinx employees and a compilation of interviews with local Latinx leaders and community members.

Results from this outreach effort suggest the greatest barriers to health for Latinxs in Green County are insufficient information in Spanish, a lack of transportation, and disconnected or unaffordable health and medical care.

The number one recommendation to overcome these barriers to health, among others, is to update current phone triage procedures for all local health and social service systems with information on how to reach Spanish-speaking personnel or liaisons in Spanish.

# Green County Community

All respondents highlighted social connections and/or communication as the most important components of a healthy community. They shared that social connection facilitates information sharing among community members, improves mental health and healthy decision-making, and can correct for other barriers to health.

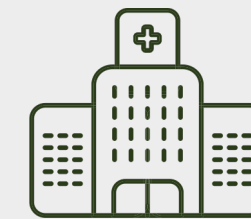
Additionally, they suggested that affordable housing and secure, good-paying employment form the foundation for a healthy community.



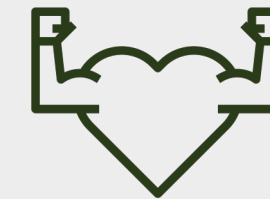
## Green County Community Strengths



Latinx Leaders



Local Clinic



Exercise Spaces



Work Opportunities



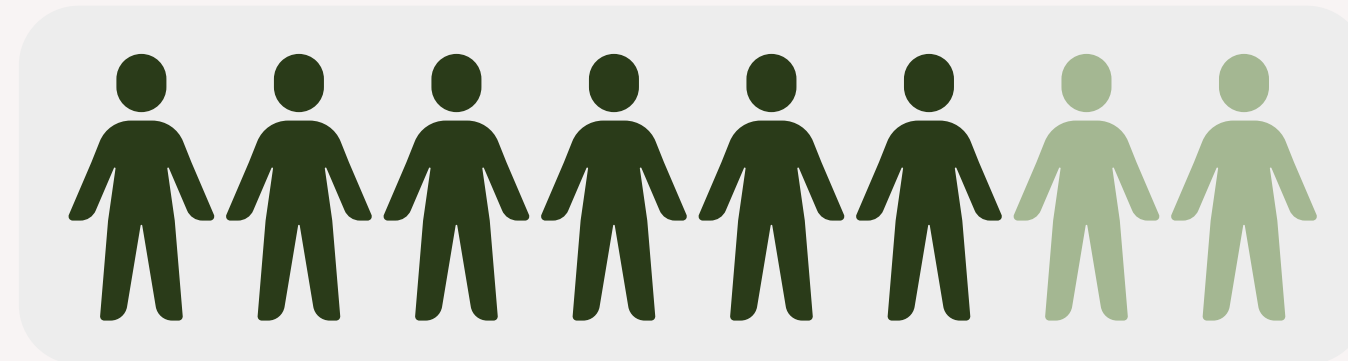
Good Education

## Improvement Opportunities

- Provide information in Spanish in all community spaces
- Increase access to transportation
- Resume informational sessions with law enforcement, employers, and Latinx leaders
- Increase affordable housing options

# Health

"IN YOUR COMMUNITY, DO YOU THINK ALL PEOPLE HAVE AN EQUAL OPPORTUNITY FOR GOOD HEALTH? WHY OR WHY NOT?"



When asked this question, 75% of respondents answered no and 37.5% felt very strongly that Green County does not provide equal opportunities for good health. Of the respondents who answered yes, they still cited barriers for many Latinx community members including confusion over how to access an interpreter for healthcare needs.

Below are the three most common reasons respondents shared for why there is unequal access to good health:



Language Barriers



Uninsured



No Documentation

Additional reasons include:

- Challenges in single-parent households
- High work demands for many Latinxs
- Lower wages for undocumented people
- Few avenues for cross-cultural connection

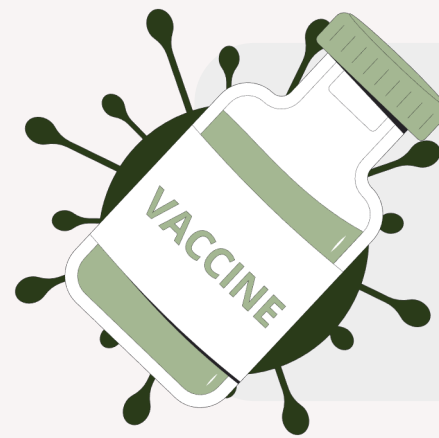


100% of respondents indicated that undocumented community members face additional challenges to good health.

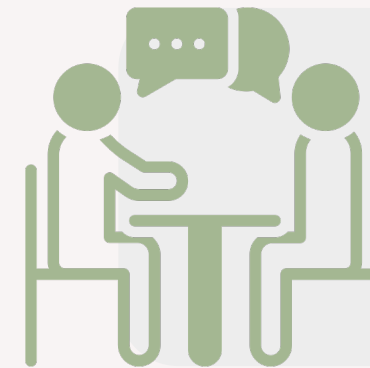


# COVID-19

## "HOW CAN GREEN COUNTY CONTINUE TO IMPROVE COVID-19 EDUCATION AND VACCINATION RATES?"



Continue to involve Latinx community members in vaccine efforts and information distribution



Host health discussion opportunities focused on many health issues including COVID-19 vaccines



Hold vaccine clinics outdoors in areas frequented by Latinxs: churches, workplaces, and the Veracruz Mexican Market



Involve employers and religious leaders in COVID-19 education and vaccination outreach

"Employers have a powerful position in peoples' lives... they can set standards for the workplace and provide resources. Providing resources in addition to policy is key and workplaces are a natural place for that to occur."

– Latinx Community Leader



# Opportunities

In Green County, Latinx community members noted that navigating the health system can be difficult, especially with a language barrier. Additionally, low availability of health information from trusted sources in the Latinx community exacerbates other health-related issues highlighted in this report. To reduce these barriers, Latinx community members and leaders recommend these opportunities in health.

- Employ community health workers from the Latinx community to share health news and aid in navigating the existing health system
- Share more health and community service information or factsheets from healthcare and other service professionals in Spanish
- Recommend employers set healthy workplace policies and share health educational resources with staff members
- Resume regular information exchanges between law enforcement, business leaders, and Latinx leaders in Green County
- Facilitate round-table discussions on community health topics and short health education sessions
- Promote opportunities for cross-cultural exchange between Anglo and Latinx community members



**The number one recommendation to overcome these barriers to health in the Green County Latinx community** is to update communication and phone triage systems for all local health and social service organizations with information in Spanish on how to reach Spanish-speaking personnel or liaisons for assistance.

# Data & Results

411

## Vaccination & Education Outreach Contacts

25 Vaccinations on 6/11/2021 at Twining Park in Monroe, WI  
4 Vaccinations on 6/18/2021 at Twining Park in Monroe, WI  
19 Vaccinations on 7/9/2021 at Twining Park in Monroe, WI  
20 Vaccinations on 7/31/2021 at Twining Park in Monroe, WI  
28 Vaccinations on 9/9/2021 at Sabrosura Foods in Monroe, WI  
32 Vaccinations at the Breakfast on the Farm Clinic  
10 Vaccinations at the second Colony Brands pop-up drive through clinic  
3 Vaccinations on 10/18/21 at Sabrosura Foods in Monticello, WI  
270 Attendees of Vaccination Education Outreach on 9/9/2021  
at Sabrosura Foods with the Wisconsin Cheese Group in Monroe, WI

15

## Core Team Members

Akshay Sukhwal	Rebecca Thompson
Cara Carper	RoAnn Warden
Gabrielle Ballweg	Santos Tinoco
Hugo Espinoza	Tammie Jamiska
Jennifer Montero	Teresa Keehn
Kate Douma	Victoria Solomon
Katie Marti	Walter Orzechowski
Maribel Lobato	

7

## Media Partnerships

Big Radio  
The Monroe Times  
Post Messenger Recorder  
Independent Register – Brodhead  
The Beloit Newspaper  
Neighborhood Health Partners – Platteville  
Protect Our Herd Green County Campaign

27

## Business Outreach Contacts

27 businesses were contacted on multiple occasions regarding the COVID-19 vaccination process.

8

## Community Health Interviews

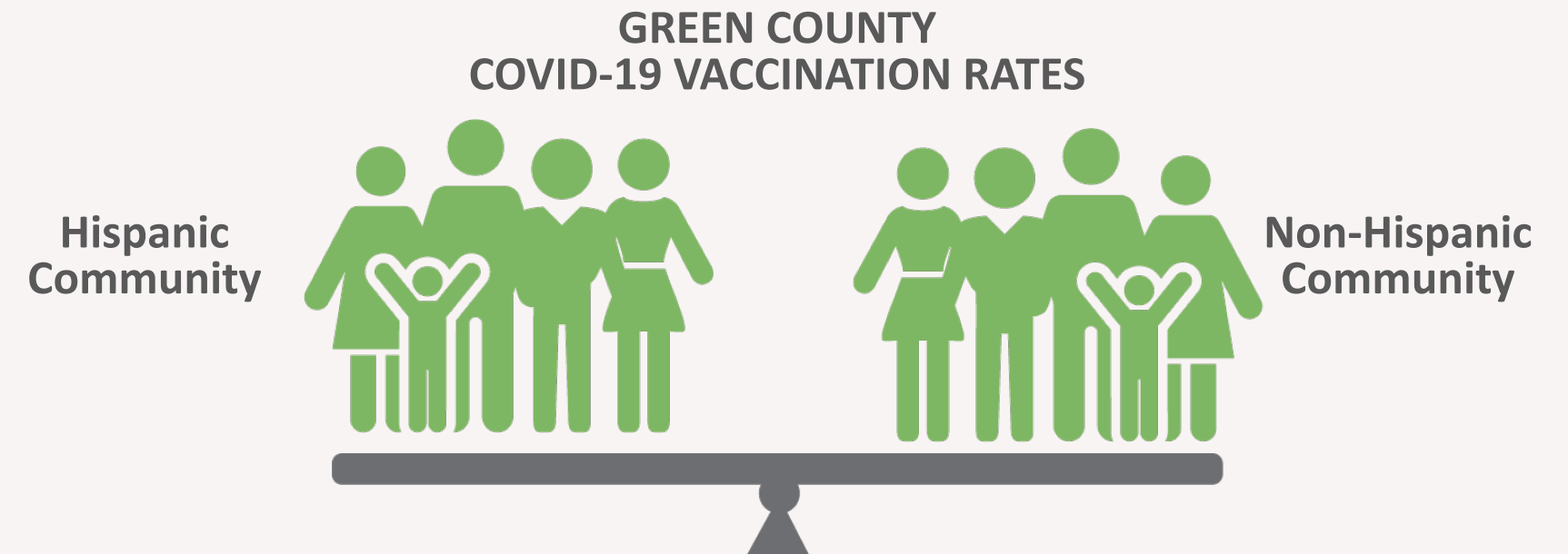
8 interviews took place with Latinx community leaders and members in Green County.

20

## Partners in Health

Green County Development Corporation  
Green County Family YMCA  
Green County Public Health  
Highlander Self Service Laundry  
Luna Maya Restaurant  
Monroe Chamber of Commerce  
Monroe Clinic  
Monroe Public Library  
Monroe Wasche Center  
Multicultural Outreach Program  
Sabrosura Foods/Wisconsin Cheese Group  
School District of Monroe  
Southwestern Wisconsin Community Action Program  
Tacos Martinez  
United Way of Green County  
University of Wisconsin–Extension  
Veracruz Mexican Market  
Wisconsin Community Health Empowerment Fund  
Wisconsin Department of Health Services  
You Stop the Spread Campaign

# Closing the Gap



**In early 2021, there was an approximately 10%+ gap in vaccination rates between Hispanic and Non-Hispanic communities in Green County, with the Hispanic community experiencing a significantly lower COVID-19 vaccination rate than the Non-Hispanic community. After this project, that gap was reduced to 0.6% in Green County by the end of October 2021.**

***Successful gap closure is attributed to the following:***

- Engaging trusted and respected local Hispanic leaders in the COVID-19 education and vaccination process
- Utilizing community health workers to build trust and assist with clinics and in education
- Developing outreach plans in English and in Spanish and utilizing both local and social media for education and event promotion
- Offering Spanish-speaking support at COVID-19 educational sessions and vaccination clinics
- Hosting vaccine clinics and educational sessions in outdoor, natural, settings that are frequently visited by the Latinx community

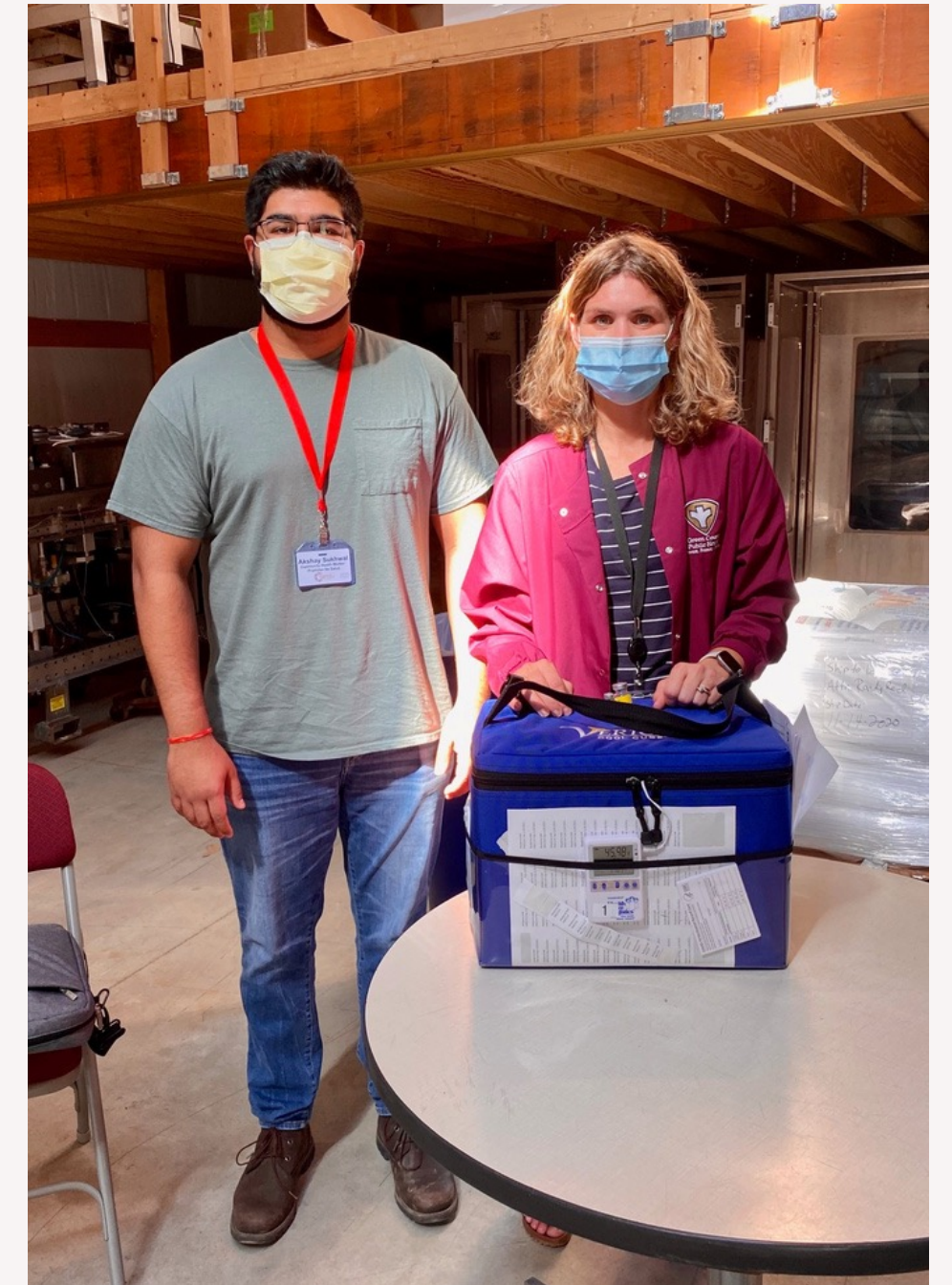


# Community Health Workers

Community health workers (CHWs) bridge gaps in the current health system and optimize opportunities for effective health service delivery.

A special thanks to Akshay Sukhwal for his work to build trust between public health and the Green County community. Akshay played an invaluable role connecting community members to healthcare resources.

Employing CHWs to reduce or eliminate health risks is an effective alternative in many cases to designing new, more expensive, health systems. According to the Center for Medicaid and Medicare, “of six types of innovation components that we evaluated... only innovations using Community Health Workers (CHWs) were found to lower total costs (by \$138 per beneficiary per quarter).”





## HEALTHCARE

The Monroe Clinic was a key partner as a respected and trusted source for community health education. The clinic assisted with marketing and media support, translation, and as vaccine clinic outreach and service providers. Their continued collaboration with partners, especially businesses and public health, is encouraged to further amplify community health educational opportunities.

### Recommendations:

- Coordinate with public health ongoing community round-table discussions led by medical providers on vaccine compliance AND other community health topics.
- Expand outreach and translation opportunities for Spanish-speaking Green County residents.



## PHILANTHROPY

This sector served as an important outreach partner providing flexible support to the project, including the sharing of events and communication materials with Green County residents.

### Recommendations:

- Promote and support the local Community Health Improvement Plan's health priorities to the United Way Allocation Team.
- Support community health education and events.
- Encourage the United Way to act as a convener of Latinx leaders, businesses with Latinx employees/employers, philanthropy, and government to continually build structures supporting health and life within Green County.



## GOVERNMENT AND PUBLIC HEALTH

Public health and the government identified an adaptive challenge that warranted a multi-sector community health approach. They offered vaccination clinics, education assistance, event and educational planning support, and aided media and communication promotion for vaccine clinics. The Public Health Director functioned as a Chief Health Strategist bolstered by multi-sectoral support for health improvement.

### Recommendations:

- Encourage the Public Health Director to continue functioning as a Chief Health Strategist engaging community partners for support.
- Maintain connections to the business sector via quarterly follow-up calls with designated employers for the Latinx community.
- Provide and expand online community health education and event updates in Spanish on social media and with other community organizations.
- Coordinate with the health system ongoing community round-table discussions led by medical providers on vaccine compliance AND other community health topics.



## BUSINESS

Businesses are population health leaders, serving as prime locations for community health education and outreach to their employees. The Chamber of Commerce and local Economic Development Corporation provided a list of businesses that employ a large proportion of Latinx employees. Outreach was then provided to these businesses seeking information on their vaccination processes and desire for community health education. Offers to promote or co-sponsor COVID-19 vaccination clinics and education sessions were provided.

### Recommendations:

- Continue to promote and expand businesses as important locations for community health education.
- Encourage the expansion of employee incentives for healthy behaviors, such as vaccine compliance.

"Employers have a powerful position in people's lives... employers can set standards for the workplace and provide resources. Providing resources in addition to policy is key and workplaces are a natural place for that to occur." — Latinx Green County Community Leader

## MEDIA AND COMMUNICATION

Media and Communication is an underlying theme supporting the multi-sector Community Health Empowerment Fund Team helping to share and spread important community health information. **Continued financial support for media activities is essential for continued community health education.** Throughout this project there was a direct correlation between vaccine event participation and media efforts. The **combined radio, Facebook, and newspaper approach for community health education promotion is recommended for future CHEF and statewide community health initiatives.**



## *With Thanks to the Following Partners*



## *And Special Thanks to the Following Individuals*

**Gabrielle Ballweg**

**Green County Latinx Community Health Outreach Coordinator**

**Bridget Craker, CHES**

**Public Health Educator, Green County Public Health**

Please Contact for Green County Community Health Work Group Opportunities

(608) 328-9509



*Leading a New Legacy and Promise for Healthy Communities!*

**Rebecca R. Thompson, CPA, CFRE, MPH**

Wisconsin Community Health Empowerment Fund, Inc.

(608) 228-5044

[rebeccat.wchf@gmail.com](mailto:rebeccat.wchf@gmail.com) | [wchef.org](http://wchef.org)