Grassroots Approach to Reaching the Latinx Population of Rural Southwest Virginia

Toria Knox OMS-II, Randdie-Joyce Rameau OMS-II, Kelsey Lamb OMS-I, Brian Dickens, DO, FACOFP
Edward Via College of Osteopathic Medicine – Virginia Campus

2nd Annual Franklin County Health Fair

Advertising

Bilingual advertising campaign consisting of:
- Flyers
- Facebook posts
- Community health worker outreach
- An exposition event

2017 (estimated)

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Population^1,2,3</th>
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<tbody>
<tr>
<td>1990</td>
<td>0.3</td>
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<tr>
<td>2000</td>
<td>1.2</td>
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<td>2010</td>
<td>2.5</td>
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Growth of Hispanic Population in Franklin County, VA

- Population of Franklin County, VA by Race and Ethnicity in 2016^6
- Poverty in Franklin County, VA by Race and Ethnicity in 2016^2

Major Barriers to Healthcare^4, 5, 6:
1. Lack of Access/Transportation
2. Documentation Status/Minority Status
3. Language Fluency
5. Health Literacy
6. Affordability: Insurance Status/Poverty

Health Disparities in US Hispanic/Latinx Population:
- Hispanic adults are 1.7 times more likely than non-Hispanic white adults to have been diagnosed with diabetes by a physician^5,6
- In 2015, Hispanics were 1.2 times as likely to be obese than non-Hispanic whites^6
- In 2015, Hispanic adults were 30 percent less likely to have received the influenza vaccine in the past 12 months, compared to non-Hispanic whites.^6

Objectives

- Reach the Latinx population of Franklin County
- Provide free health services to meet key health needs
- Connect participants with health services

Conclusions and Discussion

The community’s engagement in this event with advertising, staffing the various resource stations, and participating was impressive. Our setup encouraged personal relationships between participants and health service coordinators, so follow-up for additional resources is easily obtained directly or through the local church where the fair was held. The fair was held in November, so it was a timely opportunity to give flu vaccines. However, we did not have enough vaccines for all the participants who wanted them. Additionally, the dental station was much more popular than anticipated. Next year, having the fair closer to the beginning of the school year will allow us to provide other services, such as back-to-school supplies, to encourage even more participation and community support. We also want to expound upon the dental services in future fairs: partnering with local dentist offices to provide cleanings and other procedures for participants pro-bono. Lastly, transportation was the biggest barrier to healthcare that was not addressed in this fair. The long-term solution to lack of transportation in a rural area is more nuanced, as there is no public transit system in Franklin County. However, the host church has busses that can transport participants to and from future fairs.

Footnotes:

References

- AHS-3 Proportion of US Persons with a Usual Primary Care Provider (PCP)^7
- Participant connecting with services to obtain a GED
- A dentist gives a participant an oral exam and dental hygiene advice
- An OMS-II student treats a participant's lumbar spine with OMM while another OMS-II student translates