Overview of Latino cultures
Latino:  
From language origin (Latin)

Hispanic:  
In continental Latin America there are 20 countries with more than 500 M people.

In Caribbean: more than 40 Million people. About 590 million in total.

Combine GDP more than 5.0t
LARGEST CITIES IN LATIN AMERICA

Mexico City
São Paulo
Buenos Aires
Rio de Janeiro
Bogota
Lima
Santiago
Belo Horizonte
Guadalajara
Monterrey
<table>
<thead>
<tr>
<th>Year</th>
<th>Total MN</th>
<th>Latinos</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>4,919,479</td>
<td>143,382</td>
<td>4.7%</td>
</tr>
<tr>
<td>2010</td>
<td>5,303,925</td>
<td>250,258</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau.
## Hennepin County Population 2000-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Hennepin County</th>
<th>Latinos</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1,116,200</td>
<td>45,439</td>
<td>4.7%</td>
</tr>
<tr>
<td>2010</td>
<td>1,152,425</td>
<td>77,676</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau
Spanish: the official language in most Latin American countries.

Some Hispanics speak native languages as their first language.

Brazil is the exception. They speaks Portuguese.

Population: 196,655,014
Most people are Christians. The majority are Catholics.

The Christian concepts are mixed with the different native religious believes.

It’s common practice use traditional medicine along with Western medicine.
The father is the authority.

The extended family is vital part of the family dynamic.

Elders and the elderly are highly respected.

Children are raised in the roles: male/female.

Younger generations are changing these cultural patterns.
WHY PEOPLE COME TO MN?

- Poverty: Lack jobs or lack of opportunities.
- Civil war and repression.
- Extreme weather devastation.
- Chances for their children to better their lives.
- “Free” public education.
- Newer generations are U.S. born.
Usually for business time is sharp. In all social events the concept of time is loose. “Some rules apply.” Many business and social activities are done in group.
Verbal communication is the most important source of information.

Very important: greeting, smiling and looking to the eyes.

Before requesting information or offering services always an explanation of why.
Lack of language and cultural shock

Difficulty navigating the American system

Constant fear because of migratory status

Discrimination and exploitation

Lack of knowledge of the system

Unemployment
Government workers are authority figures. Including doctors, teachers, social workers, etc.

Clients want to establish good communication with authority figures.
LATINO GOVERNMENT WORKERS

Relation between authority and Latino worker.

Cultural references and the office culture.

Latino workers members of two communities.
Fear/uncertainty of law enforcement agents.

Lack of language: Show your will to communicate with them in any way.

Unknown legal system. Explain what to do/avoid to comply with the law.
Clients expect to be served and informed with respect and understanding of cultural differences (family: decision makers).

As coworkers Latinos want to perform their duties in a respectful friendly environment and meet the same standards of quality service as everybody else.
CULTURAL COMPETENCY IS A PROCESS

Cultural Knowledge. Familiarity with targeted culture’s history, values, etc.

Cultural Awareness/Sensitivity. Learning cultural differences and similarities. Openness and flexibility to people of different background.

Cultural Responsive Skills. Integration and transformation of knowledge into specific practice, standards and policies.
We do not waste food
ETHNIC FOOD

We do not waste food
In the end, everything taste like chicken
Good flavor can be found in any part of the animal
Flavorful
Our food is beautiful
Chicharron
Famous or infamous chicharrón (Pork rind)
Ceviche: Served with raw or precooked shrimp and other crustaceous, fish, mollusks and surimi
Rellena, morcilla, chorizo

Warm food but not hot

http://www.youtube.com/watch?v=rh0N1PsS6Gs
Agua de horchata y Jamaica
FDA investigates presence of *Listeria* in some Hispanic-style cheeses
You don’t use refrigeration in the butcher shop
Not even at the fish market
If smoked is preserved
Latino supermarket
Very similar to U.S., but:
Fewer resources
Politics
Industry
Influence

“Desde 1917 comprometidos con la Salud Pública”
OUR HEALTH DEPARTMENTS
MEXICO FOOD

COFEPRIS
federal commission for the
protection against sanitary risk

SENECASI
Servicio Nacional de Sanidad, Inocuidad y Calidad Agroalimentaria

FOOD REGULATIONS AND STANDARDS ARE SIMILAR TO US. THIS ENTITIES WORKS VERY CLOSELY WITH FDA/USDA

Deputy Commissioner Michael Taylor recently said: “If you are enjoying fresh avocados, berries or grapes, there is a good chance they came from Mexico. In fact, about two-thirds of the fresh produce imported into the United States comes from our neighbor to the south.”
Ámbito de competencia

Regulación y fomento sanitario de la producción, comercialización, importación, exportación, publicidad o exposición involuntaria de:

- Medicamentos y tecnologías para la salud
  - Medicamentos
  - Aparatos y dispositivos médicos
  - Sangre y hemoderivados*
  - Transplantes de órganos*
  - Servicios de salud*

- Productos y servicios
  - Alimentos
  - Bebidas
  - Tabaco
  - Perfumería y belleza
  - Biotecnológicos

- Sustancias tóxicas o peligrosas
  - Plaguicidas
  - Fertilizantes
  - Precursors químicos
  - Químicos esenciales

- Salud en el trabajo
  - Exposición laboral

- Riesgos derivados de factores ambientales
  - Agua
  - Aire
  - Suelo

- Saneamiento básico
  - Agua
  - Mercados
  - Residuos
  - Rastros
  - Emergencias sanitarias

Source: Mexican office of health
COLOMBIA

NATIONAL INSTITUTE OF HEALTH (INS)
• Public health
• Operate surveillance system
• Manage s statistics

NATIONAL INSTITUTE OF SURVEILLANCE FOR FOOD AND DRUGS (INVIMA)
• Inspections service
  2x- semester major risk
  1x-semester low risk

<table>
<thead>
<tr>
<th>Year</th>
<th>N° of foodborne outbreak</th>
<th>N° cases</th>
<th>N° hospitalizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>761</td>
<td>11,589</td>
<td>589</td>
</tr>
<tr>
<td>2011</td>
<td>899</td>
<td>13,961</td>
<td>1,045</td>
</tr>
<tr>
<td>2012</td>
<td>1,004</td>
<td>11,836</td>
<td>696</td>
</tr>
<tr>
<td>2013</td>
<td>1,089</td>
<td>10,031</td>
<td>ND</td>
</tr>
</tbody>
</table>

More Frequent: Salmonella spp., S. aureus, Entamoeba histolytica/dispar, E. coli (no O157:H7) y Shiguella sp
Very hard to gain trust when this is the only thing people experience

Venezuela, Argentina, Colombia and Mexico Are The Most Corrupt Countries In Latin America, Survey Reveals