

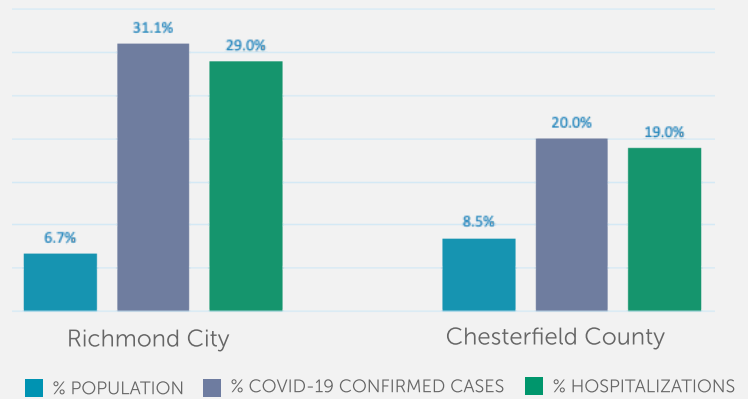
Latino Community Health Initiative



Hispanic and Latino communities across the US are particularly vulnerable to COVID-19 based on a variety of factors. For instance, these communities have strong representation in service industry jobs, from health care to childcare to food service. Due to frequent contact with the public, employment in the service sector increases risk of infection and can lead to community spread. These jobs may also lack health insurance or paid sick leave, and these individuals may be less likely to seek testing. Residents, especially those who are undocumented, often live in densely clustered housing, which can make isolation challenging and lead to COVID-19 transmission.

ALARMING REGIONAL STATISTICS

Hispanic/Latino Individuals (June 2020)



WHY RATES ARE HIGHER FOR LATINO/HISPANIC COMMUNITIES



Essential Workers



No Paid Time Off (PTO)



Household Density



No Health Insurance



Cultural Norms

According to data from the CDC, if Richmond is able to successfully overcome barriers to quarantine, every resident stands to benefit from an 86% reduction in community transmission.



Data from two local Health Districts in June 2020 revealed the pandemic's dramatic effect on our Latino/Hispanic neighbors; in the City of Richmond, the Latino population makes up just 6% of the overall community, but made up 31% of all COVID-19 cases; and in Chesterfield County, the Latino community is 9% of the population, but made up 20% of all cases.

With great concern, state and local health officials immediately requested help from the Center for Disease Control (CDC). The CDC sent a taskforce of bilingual epidemiologists and community outreach specialists to Richmond to offer expertise and eventually, resources from the CDC Foundation. The taskforce found that Richmond shared similar challenges to other US cities combating the pandemic with the Latino population, such as a distrust among the undocumented and those with mixed family status or the fear of losing employment if found positive for COVID-19. Unlike other cities, however, they saw an innovative cross-sector initiative being formed to tackle the humanitarian crisis.



The Local Humanitarian Response

Representatives from the health departments, Office of Multicultural Affairs, the funding community, nonprofit partners and public leaders have been convening and quickly deploying resources to address the vital needs of the local Latino/Hispanic population. Health officials are expanding testing access, using contact tracing, helping to ensure residents have resources to safely recover in isolation and are providing communities with masks to help limit the spread. Since July 2020, a coalition of public and private funders have raised and deployed more than \$2M to support a first phase humanitarian response managed by organizations that have established trust within these communities.

National Funders:

- **CDC Foundation**, \$500,000 (Richmond Memorial Health Foundation as local fiscal sponsor)
- **Open Society Foundation**, \$250,000 (H.O.M.E. as local fiscal sponsor)

Local Funders:

- **Richmond Memorial Health Foundation**, \$50,000
- **Community Foundation** (Central Virginia COVID-19 Response Fund), \$100,000
- **City of Richmond** (CARES Act), \$200,000
- **Mary Morton Parsons Foundation**, \$50,000
- **Virginia Department of Health**, \$80,000
- **Virginia Health Care Foundation**, \$134,000
- **Individual donors**, \$850,000

Already, funding is being put to use by 9 community-based organizations that are supporting rent, utility, food and other basic needs for families they serve. The community response is bolstered and sustained by the work of the health safety net clinics, FeedMore, and other local organizations. This initiative will continue to leverage broad collaboration and innovative strategies to explore existing structures, practices, and culture with the local Latino/Hispanic population and an ultimate goal of sustained, systemic change for this community that has been so adversely affected by COVID-19.

FUNDING WILL COVER

- Rent & Utility Payments
- Food
- Income Replacement
- Navigators & Community Health Workers
- Capacity Development

INITIAL FUNDING GOALS

RAISED

\$2.2

million



GOAL

\$3.0

million

\$800,000

FUNDING GAP

THIS INITIATIVE LEVERAGES

- Multi-year solutions
- First phase humanitarian response
- Sustained, systemic change for the Latinx population

To learn how to get involved, contact **Scott Blackwell** at sblackwell@cfrichmond.org or **Courtney Worrell** at cworrell@rmhfoundation.org

Grant Recipients

In the first phase humanitarian response of the initiative, focus is given to ensuring individuals and families have access to basic human needs that will help them stay safe, healthy and economically stable at a time when the pandemic is disproportionately affecting their community. In future phases, this initiative will rely on data, expertise and funding to build on the relationships formed, promote greater integration of services, and expand to other areas of need or opportunity.

Learn more about the first cohort of grantees and the type of support they are providing the local Latino and Hispanic communities through this initiative. Please click on the names of the organizations below to link to their websites.

RENT AND UTILITY ASSISTANCE

Health and economic impacts of the pandemic put safe, stable housing in jeopardy for some Latino families. By working directly with landlords and utility companies, these organizations help individuals and families who have experienced missed work, reduced hours or job loss remain stable in their homes.

[Housing Opportunities Made Equal of Virginia \(HOME\)](#)

HOME's work began with enforcement of the Fair Housing Act decades ago and expanded to advocacy work to expand protections. In 2020, pandemic-related unemployment and confusion surrounding the Commonwealth's eviction moratorium made HOME's efforts to prevent discrimination, divert eviction and provide rent relief more important than ever. HOME was the fiscal agent for the \$250,000 grant from Open Society Foundations for eviction diversion and rental assistance for Hispanic, Latino and undocumented Richmond city residents.

[Latinos in Virginia Empowerment Center \(LIVE\)](#)

Latinos in Virginia Empowerment Center's bilingual and biculturally trained advocates fight on behalf of Hispanic and Latino families affected by violence and injustice. The approach is to eliminate cultural and linguistic barriers that prevent monolingual Spanish-speakers from accessing services.

[Sacred Heart Center](#)

The Sacred Heart Center in South Richmond connects Latino families with adult education programs, youth and children's out-of-school time support, and human service programs. In response to COVID-19, their Emergency Relief Program has assisted over 850 immigrant families with financial support for housing costs.

[Southside Community Development and Housing Corporation](#)

SCDHC develops affordable housing and provides bilingual services (including housing, financial, benefit and employment counseling) to Richmond's Latino community through its Financial Opportunity Center (FOC). The FOC is working to prevent eviction and provide pathways to homeownership for Latino individuals and households.

PANDEMIC RESPONSE



1,200⁺ immigrant families have received financial support for housing costs.

380 Latino families

served through the SCDHC's Financial Opportunity Center.



FOOD ACCESS

A top priority in pandemic response is ensuring equitable access to food for Latino families and communities. Food assistance programs often provide highly processed food that is neither healthful nor culturally appropriate for Hispanic or Latino families struggling to make ends meet. These grantees provide familiar, fresh and nutritious groceries to food-insecure families.

Chesterfield Food Bank

Chesterfield Food Bank (CFB) provides food distribution at its headquarters and six other locations in Chesterfield County. For many individuals and families, CFB is their only food source. A new Latina outreach coordinator and a growing number of Spanish-speaking volunteers enable CFB to meet the growing demand for services.

Sacred Heart Center

Among the broad array of services it provides to the Hispanic and Latino communities, Sacred Heart Center partners with Bainbridge Food Ministries to operate a food pantry on the SHC campus and partners with Feed More and Underground Kitchen for food donations.

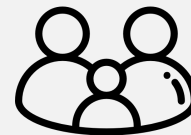
Waymakers Foundation

Waymakers Foundation is a food bank that serves food-insecure communities including undocumented families who struggle with stable employment, people who lack the education and training to earn a living wage, and Virginians who struggle with literacy and language.

PANDEMIC RESPONSE

50,000 people per month

have received groceries or meals since the pandemic began.



80%

of individuals and families served are Hispanic/Latino.

200% increase in people served

across all three organizations from 2019 to 2020.



NAVIGATORS & COMMUNITY HEALTH WORKERS

Navigators and community health workers play a critical role in building trust within Latino communities, which often face cultural, communication or situational barriers that prevent them from seeking help. Often native to the communities they serve, bilingual community health workers educate and advocate for community members by helping them identify needs, access services and navigate complex systems. Thus far, the team has connected with more than 15% of Richmond's COVID-positive Latino population, offering comprehensive and individualized support.

La Casa de la Salud

La Casa de la Salud improves the health and well-being of the Hispanic community through healthy lifestyle models, facilitating access to health services, and other resources. LCS aligns with health leaders, health promoters and other organizations to meet the needs of the community.

Chesterfield Health District and Richmond City Health District

As partners in this initiative, the Chesterfield Health District and Richmond City Health District have mobilized bilingual navigators and community health workers from their staff to support the hard-hit Latino communities in their jurisdictions. They not only refer and connect patients to primary health providers, but also to other economic, social and educational resources they may need.

To learn how to get involved, contact Scott Blackwell at sblackwell@cfichmond.org or Courtney Worrell at cworrell@rmhfoundation.org