Comfortability in the Latino and Hispanic Community

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Comfortability in the Latino and Hispanic Community

In Partial Fulfillment of the Requirements for the Degree

MASTERS OF ARTS

in

INTERNATIONAL STUDIES

By Vanessa Flores

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Under the guidance and approval of the committee, and approved by all members, this thesis project has been accepted in partial fulfillment of the requirements for the degree.

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I’d first like to dedicate this thesis to my mother, Graciela Bermudez. Le agradezco todo lo que ha hecho por mí, la quiero mucho.

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1. Abstract

Many organizations often publicize their efforts to help particular communities but, how helpful are they to those who are their targets? For this reason this research focuses on the question of, how do programs create inclusivity and accessibility to the Hispanic community? This study focuses on five specific organizations that all commonly support the Hispanic Community in California, although some do go outside of the state due to extensions. In this study I have analyzed the content presented on each organization's website and determined their accessibility and inclusivity within the Hispanic community. This research analyzes the websites content thoroughly through links provided, PDF’s and the language used etc. within the organization's public image. In most cases organizations that pride themselves on being helpful within the Hispanic community often create difficult standards for their target community to qualify or even obtain information from them. The navigation of the website takes a large amount of time and is often not clear. This study will build on the connection between the Hispanic community and their needs for assistance, along with other research that highlights the importance of cultural competence in professional settings. The comfort level that is present when someone is at their most vulnerable state matters, and the ones who are present to help are a major part to the comfortability. All of this is essential because it is important to seek help when in need, and organizations offering help should strive to create this sense of comfort.
2. Introduction

The vulnerability of asking for help is often present in many different aspects of someone's life. It may already seem hard to ask for help when suffering from something personal. What comes to be an even larger obstacle is how to obtain a form of help. That is why many large and small organizations come together to provide help for minority communities. The community that I focus on is the Latino community. Many people identify as Latino specifically in California. According to the Public Institute of California 40% of the population identify as being Latino (Person et al., 2023). I feel as if there needs to be a sort of understanding within a community to be able to confidently reach out and ask for help on certain occasions. In particular when it comes to healthcare it seems like many Latinos tend to go about their natural ways to find a cure or suffer in silence. Being a part of the Latino community myself I have found that organizations that are willing to help have often been hard to reach, often lacking access and inclusivity.

The word comfortability is used to examine how comfortable Hispanics and Latinos are when it comes to reaching out for help. The comfortability that the organizations offer is an important matter when someone is seeking help. To feel comfortable is to be able to speak freely, to address your own problems, but also to be able to get help for the struggles that you are encountering. Being surrounded by a community with the same cultural beliefs, linguistics and a mutual need could encourage someone to reach further for help. The idea of comfortability in

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1 Latino: Oxford dictionary describes as a person of Latin American origin or descent (especially in the US)
this research is determined by the amount of inclusivity and accessibility that organizations offer to the communities they are targeting. The targets of the organizations mentioned in this research are Latino/Hispanic, often people who feel displaced. Getting the feeling of not belonging because of what you identify is no stranger to those in the United States, new generations being born in a different environment than where their parents were born.

The population in the United States continues to grow, this includes people of many backgrounds and ethnicities. The United States has become a place that many people see as a safe zone. Where they feel protected from wars and often feel a sense of community when minorities are reunited with communities that include those who have experienced and escaped similar situations. Many people escaping these situations are often refugees. Refugees are identified by The UN Refugee Agency as “someone who has been forced to flee his or her country because of persecution, war or violence” (UN Refugee Agency). There has always been huge influxes of refugees that seek asylum in the United States. The resettlement data published by the Migration Policy Institute indicates that in 2021 there were 11,411 refugee resettlees in the United States. Within just 2 years the resettlement number went up to 60,014. The resettlement numbers tend to fluctuate with the years especially after COVID and now the inflation, but regardless the U.S will always have refugees seeking asylum in a safe state. The annual ceiling set by the Biden administration is 125,000 refugees, if the annual ceiling is so high there must be programs readily and easily accessible to the refugees who have been granted resettlement (U.S. annual refugee resettlement ceilings and number of refugees admitted, 1980-present 2024). It is important to take into account organizations that include refugees in their services. Many
Hispanic/Latinos have also been identified as a refugee, 42% of the refugees that came to the United States from the fiscal years 2012-2022 were Latinos (Ward & Batalova, 2023). The United States has a consistent flow of refugees every year, it is a place that tends to take in refugees, then attempt to offer services that are catered to their health and their financial needs. When the government is not able to do any more organizations take place as guides to help those in need.

There has been an ongoing debate on who is considered to be Hispanic/Latino. For this reason I will be using it in the way that these terms are identified as in the United States. The two identities are often used interchangeably when referring to someone who lives in the United States. These terms are often used to allude to people who have origins from Spain or Latin America.(Forcén et al., 2023) Referring to someone being “Hispanic” means that has ties with Spanish-speaking countries or culture. The term “Latino” encompasses a wider range of ethnicity, nationality and culture in the bounds of Latin America. Often people who are identifying as Latino enjoy highlighting their cultural and ethnic identity. Hispanic is often found when looking at ethnic categories on the census or in doctors offices, in other words it is widely used in a more governmental setting. There is also the gender neutral term Latinx, which is briefly mentioned by some of the organizations, not all. The organizations targeted in this research do not specify the significance in terms or what exactly the terms mean for their organization.

Access has seemed to be an issue often growing up. How would I be able to read on an English website that claims to cater to the Spanish-speaking community when even the button to
change the language to Spanish on the website was in English? How would I know that information without a translator tool? There needs to be an opportunity of means to approach certain life situations, every human has the right to know what they are legally entitled and of the services rendered to them. Access to reduce or completely remove the barriers when trying to complete a task, should be a goal for major organizations that work with minorities. Having open access to all of an organization's help and plans through their website is important to the community they are working with. For the purpose of this research accessibility is used as a term to identify how available the services are, in specific when using an organization's website.

Inclusivity can hold back many people from asking for help. To work with a population that is not used to asking for assistance, means that you must guide your audience through the paperwork and be inclusive with your words and translation, also including pictures that allow for a better understanding. It is important that everyone within the targeted audience is being included in such a way of guaranteeing that all individuals feel respected, welcomed and valued. All three are characteristics that define inclusivity in a broad sense. An organization can be inclusive by monitoring the words being used, clearly stating their program eligibility on their website, along with offering extensions like legal assistance, and having people of various backgrounds included in projects. For the purpose of this research inclusivity is defined as the embracement of culture and customs.

The research on organizations is important because this is a major way that the community is served, if the organizations are not fulfilling the need, would that not defeat their whole purpose of existence? The words they use to describe themselves and the way they present
themselves is important to the eyes of those who intend on using their services. They should strive to make their organization accessible and inclusive to their audience.

Organizations, often non-profits, should be designed to empower those who are stigmatized and unfortunately subject to racism in the place they are living. According to the 2021 National Survey on Drug Use and Health (NSDUH) they report that Latino Americans and Hispanics tend to often experience barriers to behavioral health services and care that include some experiences of discrimination and racism that stem from systemic and structural factors. Proven research highlights the injustice that minority communities have to endure when visiting the doctor, a place where one is often the most vulnerable. This is the place that someone should feel the most comfortable to share how they are really feeling, what hurts and what they have done prior to the appointment to help them overcome the reason for their visit. They also address the Mental Health stigma that impedes Latino and/or Hispanic people to seek help.

Racism is an ongoing issue in the United States and relates to many people’s experiences in the States. In Cherrie Moraga and Gloria Anzaldúa’s book This Bridge Called My Back: Writing by Radical Women of Color mentions the idea of being “2passing” (Moraga & Anzaldúa, 1981, p85). The experiences Latinos and/or 3Hispanics' experiences are often related to their complexion at first sight. When in a doctor's office you feel the pressure of checking in the “Hispanic/Latino” box that seems to be in bold when filling out your paper to be seen by a doctor. It is an identity that has been fought for, but is a minority in America. An identity that

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2 Passing: To look as though you blend in.
3 Hispanic: Oxford dictionary defines Hispanic as; relating to Spain or to Spanish-speaking countries, especially those in Latin America
brings you a sense of joy, but also an identity that may cause unjust experiences. Being present with a parent who does not speak English at the doctor’s office is often an obstacle that a Latino child has to endure. It becomes a form of support that you feel the need to give to your family, it is up to you to find the right words to translate, the pressure of medical terms you had never heard before is put on a child because the resources are not available within that medical office. Resources could be implemented if the medical office found a partnership that works with Latinos and their health.

There are changes to this as the years go on, being asked “Can you tell your mother…” to become the legal age of 18 then being told “According to HIPAA regulations you have to be authorized to ask questions or know about your mother’s health”. Still feeling fresh to the scene, many 18 year olds have no idea what HIPAA even is, the Health Insurance Portability and Accountability Act. Organizations that are in the realm of healthcare promoters should focus on these difficult terms to help families understand what exactly they mean and how they are meant to comply with the California state laws. Many young adults are left with attending to their parents appointments due to the lack of services provided by the medical office itself. This could be brought back to empowering education within these organizations. Encouraging you adults to educate themselves within their community to understand the needs presented.

Many people may see themselves in the position where everything just seems and sounds like professional jargon, at loss of what to think and having the lack of knowledge on terminology. It is helpful when communities have such help to offer those who need assistance with large terms. Typing it into Google will not always give the best answer and often gives one
that the majority of the population does not trust, seeing it on a website promoting terms that you identify with could reassure a young mind. This is the knowledge that some people hope to have but do not know where and how to seek it. Knowledge is never ending, every day there is something new to learn. For organizations to put themselves in the open and offer their assistance in educating the community would be beneficial in striving for a better outcome in regards to health and benefits for the Latino and Hispanic community.

Through a content analysis of Kaiser Permanente “Hispanic Health Resource Community Corner”, Latino Coalition for a Healthy California (LCHC), California Healthcare Foundation (CHF), Protecting Immigrant Families, Latino Health Access (LHA), I examine the help that these organizations provide the Latino and/or Hispanic community. All organizations state through their website that they are supporting and assisting people that share common characteristics. They all present information in a different manner, using different ways to connect with their audience. Each organization exhibits inclusivity and accessibility differently but all have the same goal: to enhance the Latino experience in the United States.

3. Literature Review

a. Cultural Guide

There is an increasing significance of understanding Latino cultural values in the context of healthcare, especially projecting the growth of the Latino population in the United States. Latinos are expected to be approximately 20 percent of the U.S population by 2030 (Chong, 2002). Even then many other researchers estimate even more. Latinos are seemingly growing
everyday, like any other population but in this case Latinos are becoming a major part of the United States population. Acknowledging the cultural shock that someone may have when moving to a new country or even just becoming aware of how society works in different cultures.

Source: Statista 2024, Forecast of the Hispanic population of the United States from 2022 to 2060 (in millions)

It is important for physicians to understand the need that this growing population has. The research done by Nilda Chong is important to the Hispanic community and helps build a bridge of understanding. This research is focused on health care professionals but needs to include organizations as well. That is what I find to be the missing piece to this guideline, is to include those attempting to also make an impact within their communities. Understanding the beliefs and cultural values of Latinos is important, especially in cases of health care. The humoral theory is known as a medical theory in which there should be a balance of four important things in a human body to be considered healthy: blood, phlegm, yellow bile and black

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4 Cultural shock: when a person starts to acknowledge the conflicts and differences in customs and values.
bile. Chong is explicit in the intersection of this theory in association with the Latino culture, offering substitutions that would ease a Latino patient's mind. For example, when needing to lower a patient's body temperature a doctor could offer a cool drink, but many Latino’s may believe that act is not nutrientful and could consider the visit to the doctor a joke or otherwise a waste of time. Chong explains the alternatives that could be offered that include Latino’s eating habit, “In particular, a Latino patient’s fever may be managed by offering rice or barley water to help cool the body” (Chong, 2002, p.46). Looking to do things alternatively can always strengthen the connection between a patient and their doctor because the patient may feel as if the doctor respects their culture for offering this alternative method. It is essential to keep alternatives in mind especially to help someone understand their own body in a more whole way.

In connection with my research this author accentuates the importance of cultural competence to effectively engage and treat Latino patients. All of these aspects are also important to have when supporting the Hispanic community, therefore extending the same understanding to organizations who support Hispanics and their general needs. The help that the organization is offering is often a crucial factor to a Hispanic household's aid. Nilda Chong in particular is Director of the Institute for Culturally Competent Care for Kaiser Permanente, which is an organization that I will analyze in my research. Being a part of the organization and writing a book on the Hispanics in Healthcare, highlights the inclusivity that Kaiser Permanente goes by.
b. Mental Health

Mental health is often not touched upon in the Latino community, it is seen as a taboo subject but it is very important to be able to access such services. In shocking statistics “more than half of Hispanic young adults ages 18-25 with serious mental illness may not receive treatment” according to National Alliance on Mental Illness. This can be due to the inaccessibility that the hispanic community receives on tips and help for mental health. The National Alliance on Mental Illness(NAMI) explains that “This inequality puts these communities at a higher risk for more severe and persistent forms of mental health conditions, because without treatment, mental health conditions often worsen”, in line with my analysis of how organizations should take into consideration mental health. This in particular is a part of healthcare that is stigmatized and often left out when assisting the Latino community. Many have felt the need to keep the subject of mental health hidden from family members because of the fear of being made fun of or getting told to get over it. Due to the fact that it is not talked about often, many say “We cannot know what nobody taught us.”( NAMI) when referring to mental health awareness in the Latino community.

There has been research done, books written on Hispanic immigrants that do not tend to their mental health because of the ideas behind. Ideas such as being considered “weak”, especially if you express having mental health issues as a man. Taking care of yourself is important, it becomes even more vital when you are immigrating to a new country. Research from A supplement to Mental Health: A Report of the Surgeon General 2001) explains that

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5 Immigrant: The Oxford dictionary describes an immigrant as a person who comes to live permanently in a foreign country.
“Racial and ethnic minorities have less access to mental health services than do whites. They are less likely to receive needed care”. Many tend to not understand what they are going through, often blaming it on the move and the new location, but what many immigrants experience in their travels highly affects their mental health.

Other works such as Mental Health Care for New Hispanic Immigrants by Manny J. González and Gladys González-Ramos (2011) explore mental health care for Hispanic immigrants, emphasizing insights and practical approaches from authoritative figures in the field. A practical approach they suggest is to acknowledge the Health disparities that already exist with the growing population, this means acknowledging the discrimination and racism. A major part of this research relates to the cultural adjusts that many immigrants have to do because they are in a new country. The vulnerability of a patient is important to keep in mind especially concerning the community. The organizations that I have decided to focus on targets a vulnerable audience, an audience that often is not open to such topics presented in this book. I plan to make that connection between the organization and the communities' needs.

A reason as to why it is important to highlight mental health is because as mentioned before, mental health is a taboo subject in Hispanic/Latino culture. It seems to be something that the doctors “makeup” to prescribe medication, often seen as a way for the doctors to “make money”. Calling out mental health within a minority community is a way of bringing light and connection to those who are seeking the help of professionals.
c. Connection

The connection between a doctor and their patient becomes essential in relation to the comfort of the patient. At times being alone with someone with such notability due to their education and experience, may bring out the shy side of a patient. For this reason a doctor needs to assess the situation with the patient and work towards the comfortability in many cases starting from the very first greeting. In Dalia Magaña’s work *Building confianza: Empowering latinos/as through transcultural health care communication* she states that “Making small talk during a medical interaction is crucial to creating a comfortable environment and establishing an interpersonal relationship, which promotes patient adherence to care” (Magaña, 2021, p. 49). This seems like an essential part of a doctor visit because the first impression is often what patients leave with. This work focuses on the importance of effective doctor-patient communication in Spanish. Relating this connection aspect to an organization and somebody who is looking for help with their personal struggles is significant. The “small talk” aspect is something that should be embedded in the way the agency connects and talks to the community. Especially emphasizing the need for practitioners to not only possess language proficiency but also understand Latino/a values and language as well.

Addressing the cultural and linguistic appropriateness of organizations when considering the community is important, especially with their word choice on their websites. Magaña employs linguistic analysis to investigate real-time doctor-patient interactions, where she explores the impact of interpersonal language and transcultural competence on bettering patient centered healthcare for Spanish-speaking Latino/as.
Connection is a link to communication. To be able to communicate properly is important in all settings, especially in places where language tends to be a barrier. A study done in a hospital, where they analyzed the communication between a doctor and his patients resulted in 25/40 meets to be acceptable (Urtasun, 2021), meaning that the doctor effectively communicated with the patient about their appointment. Fifteen patients were left with medical results they did not understand and were not properly advised on what the next steps for them were.

The literature written now has focused on medical forms, which I find to be highly important but I feel the need of the community extends to the organizations that work with both health care and the Latino community. The organizations that I focused on also work on aspects of immigration which is one of the other struggles Latinos are searching for help with.

According to the Center for Disease Control and Prevention

“The Vital Signs report recommends that doctors, nurses and other health professionals:

- Work with interpreters to eliminate language barriers when patients prefer to speak Spanish.
- Counsel patients with or at high risk for high blood pressure, diabetes, or cancer on weight control and diet.
- Ask patients if they smoke and, if they do, help them quit.
- Engage community health workers (promotores de salud) to educate and link people to free or low-cost services”

These recommendations are vital to communicate to the community. Everything that is being recommended needs to be communicated effectively through programs, such as the one that was
mentioned on the government webpage, “promotores de salud”. Having these recommendations available allow healthcare professionals to be able to address major problems that are consistent within the communities. They may even be able to prevent some illnesses from arising in a patient's health.

4. Research Design and Method

Within my research I attempt to answer the question: How do programs create inclusivity and accessibility to the Hispanic community? I choose five organizations to do an analysis on the content of their websites. I theorize that these organizations lack inclusivity and accessibility for the Latino & Hispanic Community. The research design for this paper is organized in two categories; the inclusivity and the accessibility that these organizations have created for the community to reach out. This is an in-depth analysis of the online content presented by each organization. The impact an organization can have on a person could be the push or the block that this person receives in their search for help. At times during their vulnerable stages, whether it be in a search for healthcare help or immigration help, people are hesitant to reach out for the help they need, especially when they identify with a minority group.

The five organizations that I used in this study to analyze are Kaiser Permanente “Hispanic Health Resource Community Corner”, Latino Coalition for a Healthy California (LCHC), California Healthcare Foundation (CHCF), Protecting Immigrant Families (PIF), Latino Health Access (LHA). All of the organizations commonly encourage people of the Latino/Hispanic community to reach out and participate in their programs promoting healthier Latinos/Hispanics and resources for the community. They show the amount of people they have
already helped and who are a part of their organization, in efforts to reach those who are looking for more options while living in the United States, particularly in California. As the Latino and Hispanic population is growing larger and larger in the United States these organizations should be multiplying, putting pressure on the government to openly pursue organizations within counties that cater to specific populations.

a. Inclusivity

Inclusivity is shown in many different ways. In my content analysis of each organization I identify terms that are used on the web pages and public statements, relating it to cultural competence. Cultural competence can be interpreted in many forms, but in relation to my research I used cultural competence as information that organization have that could make their target audience comfortable, making them feel as if they are familiar with the terminology used and show that the organization has taken into consideration the possibility of the community member to be from a different cultural background. That is why it is so important to assure that there are alternatives to the way explanations are given, or instructions are given. Not everyone is going to understand the same set of instructions.

Another form of inclusivity is pinpointing who is involved in the organization, the leaders and members that make up the board is important. The comfort level of identifying similarly with someone in such a position may lead to wanting to seek the assistance you need. This is a way to create a connection, not only with the target audience but within the community. According to The Board-Staff Partnership, “A weak or dysfunctional partnership impedes the

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6 Cultural Competence: The ability of a person to effectively interact, work, and develop meaningful relationships with people of various cultural backgrounds.
effectiveness of both the board and the executive, and puts the organization at risk in a number of ways…” (2023). A connection can show to grow an organization within, and could definitely grow an organization's community. Identifying the people behind the organization is important to see the various forms this organization can help, whether it be members including, doctors, council members or community members.

All websites have their own way to portray themselves, many times including meaningful photography. This is a form of inclusivity when browsing the web pages. Pictures have been linked deeply with emotions. “Each image carries a different interpretation, as diverse as the people in the world, because every human being carries their own cognitive and emotional baggage” (Muñoz Morellá). The images used are important to convey emotions or have people relate to what they see on their webpages. As Harvard University put it “images and media are powerful communication devices. They are useful for conveying concepts and information, and they can help improve comprehension by reinforcing information provided in text” (Use images and media to enhance understanding). A website with images will help cater to the audience and explain the ideas of the organization.

Identifying inclusivity within an organization also includes the monetary part. Meaning, whether they state that they are working with “low-income” families. When addressing this it is important to identify the county and state threshold for what is considered “low income”. This is especially important in situations where organizations offer to help families in Medi-Cal paperwork, because the government tends to only offer healthcare services to people who qualify as “low-income”. Giving a breakdown down qualifications is a form of inclusivity as well.
a. Accessibility

Within the content analysis accessibility is used to examine how the organization provides guidance, resources and addresses language barriers. Analyzing the content of the organizations page exposes the true openness given to the target communities fingertips.

Being unsure of how to handle an occurrence is often a reason for people to avoid even going through the situation. Being able to be given the guidance to go about certain things, like a doctor's appointment if you are uninsured, or how to fill out the paperwork for low-income housing & Medi-Cal, are forms of guidance.

A major part of accessibility is the resources offered by the organization. In regards to their website it has to do with the links offered. Where do these links take you? Are they helpful? Or do they cause even more confusion on how to navigate through the website? Being able to access the information, and the simplicity of obtaining the information is a form of help to the community. The PDF’s offered, the language that it is offered in is also a factor to the accessibility of the organizations website.

Accessibility comes across with the form that the information is given, many Hispanic and Latino communities prefer the Spanish versions of paper and websites. The language barrier that society often experiences, does not only happen in person like past research has shown (i.e Magaña). The language barrier can occur when simply navigating the organization's website. Not being able to understand what is on the website or the sources offered can be discouraging to someone who is navigating it, often causing them to give up on their search for help.
c. Organizations

i. Kaiser Permanente “Hispanic Health Resource Community Corner”

There are many health care delivery organizations that will have their general standard routine of maybe having a translator, or maybe have a couple of bilingual people behind the desk, but organizations that do not strive to connect with their clients may make people reaching out hesitate to even put to use their healthcare or at times not even know what exactly their healthcare plan means. The idea of giving back to the community does not always entail monetary value but could be a simple guide or a lead to what many clients struggle with.

Kaiser Permanente has been around for years, established in 1945 by industrialist Henry J. Kaiser who partnered with physician Sidney R. Garfield in Northern California established a proven system of prepaid care to the public as the first step to providing healthcare to the community. Their goal was to provide preventative and integrated care at the beginning for those who paid 50 cent-a-week for shipyard workers. The plan had become so popular that many other facilities wanted to enroll.

Kaiser in general is a very popular health plan, they attempt to implement diversity in both who they provide services for and for those who work within the company. In the year of 2023, Kaiser Permanente claims to reflect the diversity they serve within the workers they have, 69% of the employees were members of racial, ethnic and cultural minorities (*A workplace for all 2023*). Although they do not report their ethnic percentage on their website, if they claim that their employees mirror their service community that means that 18.25% of the people that participate in this health plan are Hispanic. The percentage is fairly low, especially because they
seem to have opened new doors for those in the Hispanic community seeking doctors that may look like them, physically important to many people.

Kaiser Permanente is an integrated health care delivery organization that is open to many different communities but has broken down sectors to diversify their organization. They have many links and opportunities presented on their webpage, one section in particular is named the “Hispanic Health Resource Community Corner”. In this area we come across many different areas of help the organization has offered, including people they have partnered in. Kaiser is in the healthcare world but also recognizes that a large part of their population is Latinos/Hispanics. Within their website they include Community Resources and Immigration Resources, catered particularly to the California residents.

ii. Latino Coalition for a Healthy California (LCHC)

Protecting and pushing for policies is never easy and often requires a lot of teamwork to accomplish goals set for a community. Something that I find to be extremely important in leadership is when the people leading are a part of the community that they are looking to push forward. The website is constantly updating with policy change and narrative change. These are important to keep up with because as is, keeping up with the policy changes is essential for everyone, especially for communities that have constant change happening and new laws being implemented. They are the leading statewide policy organization but are targeting Latinx health justice.

Latino Coalition for a Healthy California was founded in 1992 and is Latinx-led. This organization is known for having the mission to protect and advance Latinx health equity. They have people who have had lived experiences in the healthcare world, these lived experiences are
what brings strength and value to the community that is being served. The establishment has many collaborative efforts across many sectors. This particular team has pulled leaders from all over, advocates, administrators, policy advisors and healthcare providers. They have programs to engage the community with advocacy and policy development. This organization highlights the meaningfulness of communication.

iii. California Health Care Foundation (CHCF)

Catering and helping those who are in the low-income bracket, especially in California, is important because due to the cost of living in California, these brackets seem to get higher and higher. It is determined by the area median income (AMI), which relates mostly to the county that you are a part of. Reports show that “Around 3 in 5 California households with incomes below $50,000 had trouble affording basic expenses in June” (Kitson, 2022). Monetary relief is a goal that many Latino and Hispanics strive for but can be difficult if you are not aware of the resources around you.

Organizations like the California Health Care Foundation clarify that they work with low-income families and have a goal to “Expand Medi-Cal coverage to all Californians with low incomes, regardless of immigration status, and remove barriers to getting and staying enrolled” (CHF). This organization heavily focuses on the Medi-Cal aspect, how they can guide and help the community. This organization is based in Oakland, California and Sacramento, California. Offering its services in areas with high crime rates and places where many people have been displaced. Like many organizations, they strive to improve access to coverage and care, they work with their community to make the access affordable. They work in cases where the services given are medi-cal, they are a straight line connection to understanding of the state medical
works and for who it is for. The state medical is often a free service for those with families and are in the low income bracket. It is a key factor to eliminate the differences in outcomes when it concerns health. They also have a section tailored to advancing Latino/x health equity. They also work to advance people-centered care. This means they look to enhance the experience of an individual, particularly by reducing inequalities and catering to their health well-being according to the way their health is.

iv. Protecting Immigrant Families

Seeking safety is one of the top reasons as to why immigrants decide to make the move to the United States. A survey of Immigrants done by KFF/LA Times explains that reasons why immigrants move to the U.S include financial situation, educational opportunities, employment situation and safety (Shannon Schumacher, 2023). Organizations that promote the safety of immigrants are important, especially with a name that specifically categorizes a group of people.

Protecting Immigrant Families is an organization that focuses on immigrant rights including healthcare and human services together. This organization was founded in May of 2017, this origin included a meeting of two dozen state, local and national organizations who all had the same commitment; protecting immigrant families. The vision is to not allow the essentials of life like healthcare access, public services and nutrition programs to be denied to someone because of where they were born.

They claim to be changing “public policy, engaging immigrant families and tracking policies that matter to immigrant families”. This organization mixes together the policy making and the healthcare factor that many Latinos need assistance with. Within the website pictures and numbers are all throughout the website claiming to have 203 national partners, 501 state and
local partners and state that they represent 43 states. This organization is showing just how extensive and successful it has been to establish itself in other places of the United States. This team is full of strong advocates who urge and push the administration to rethink policies. They sprang into action especially after the Trump administration was done, they identified abuses that were seen under the Trump administration towards immigrant people.

v. Latino Health Access (LHA)

Access is a large part of what organizations want to offer their audience, access to healthcare, education and many other services that seem like everyday life services in the United States, but the access to these services at times may be unknown to the people searching for such knowledge. A lot of the services are what someone needs access to every day, some do have access to it everyday but not all that should do.

Latino Health Access is an organization that partners with others in the community to improve the lives of Latinos through health, education and strive to raise consciousness. Latino Health Access was established in 1995, 29 years ago working with the Latinx communities to keep them insured. Raising consciousness is a part that is not often highlighted in healthcare, but it needs to be. Consciousness-raising is able to be done through small details on websites, these websites could be used to raise awareness on different health topics. Within LHA they identify common medical issues that Latino households often have such as diabetes and other chronic diseases. The website is used to spread awareness on the needs that families have to be able to address any of the medical issues.

It may seem like the simplest, smallest bit of information does not matter, but it matters immensely to those who are seeking to find solutions to problems created when immigrating. I
choose to do a content analysis because the internet has become a vital part to how people communicate or even find means to live by. The internet is very useful in aspects of seeking information that one does not know where to get on a normal basis. I choose this approach because it allows for an analysis on the organization's outreach programs and open statistics on how many people they have worked with. The website is often used to glorify a program, but with this analysis I am able to identify the points of the programs that lack accessibility and inclusivity but also how these programs include accessibility and inclusivity. Being as we are in the twenty-first century, we rely heavily on the internet and the sources it can expose us to. General information can be hard to find for many people, that is why it is important for it to be displayed on the website.

5. Findings and Discussions

a. Analysis

Here is a brief chart I have created to summarize my findings:

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Kaiser Permanente “Hispanic Health Resource Community Corner”</th>
<th>Latino Coalition for a Healthy California (LCHC)</th>
<th>California Health Care Foundation (CHCF)</th>
<th>Protecting Immigrant Families (PIF)</th>
<th>Latino Health Access (LHA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusivity</td>
<td>Accessibility</td>
<td></td>
<td></td>
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<td>-------------</td>
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<td></td>
</tr>
<tr>
<td><strong>Inclusivity (Factors from organizations website that indicate inclusivity)</strong></td>
<td><strong>Accessibility (Factors from organizations website that indicate accessibility)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Mexican council website is cited within their website. - &quot;La familia&quot;, &quot;Clinica Tepati&quot; - Use words like &quot;Latino&quot;, &quot;Hispanic&quot;, &quot;immigrant&quot; - They also assist in legal aid: have a Legal Resource Center</td>
<td>- Easy links to online resource Centers like “La Familia Counseling” - Clinica Tepati, offers specialty programs for different areas like Podiatry - Fitness classes to help keep up with health - Counseling and psychiatry - Referral program</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>- Cross sector collaboration Community Leader, advocates, Policy Advisers, Administrators and providers - Try to make it affordable, culturally and linguistically appropriate - Has the option to change the language to Spanish</td>
<td>- Links for online resources for Covid-19, civic engagement, healthcare services and social services. - Tabs for information about current campaigns such as the Latinx Digital Equity</td>
<td>- Access to resources via hyperlinks - Fact sheet available for Latino/x healthcare experiences and priorities. - No access to readily available documents and there is no newsletter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Uses phrases like “Latino/x” - Creating a more diverse workforce by expanding opportunities for community health workers and promotores de salud to increase the cultural and language capabilities of healthcare teams.</td>
<td>- Access to resources via hyperlinks - Fact sheet available for Latino/x healthcare experiences and priorities. - No access to readily available documents and there is no newsletter</td>
<td></td>
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</tr>
<tr>
<td>- Guidance in apply for other programs like Medicaid - highlights that this is for low income - Use of the words ‘immigrant’ and has links for documents in Spanish</td>
<td>- List of their partner organizations such as the “Migrant Clinicians Network” - Resources that are available for the community with included documents in Spanish. - There is no easy</td>
<td>- Include address, and call center for those who want to get in touch - not necessarily accessible to those who speak spanish as the drop down for language remains on english the whole time - lists</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Notes:**
- List of their partner organizations such as the “Migrant Clinicians Network” - Resources that are available for the community with included documents in Spanish. - There is no easy
- Include address, and call center for those who want to get in touch - not necessarily accessible to those who speak spanish as the drop down for language remains on english the whole time - lists
In this chart you will find the organization's name labeled on top, on the side is how they have either inclusivity or accessibility. This information was gathered going through the website and analyzing all parts. The questions posed while looking for this information include “How accessible is the website?” and “How inclusive is the website?” The chart lists them in a bullet form, every bullet is addressed within the analysis.

Looking at the first half I identify “having the Mexican Council cited on their website” with Kaiser Permanente because it is important that they acknowledge the connection with a hispanic community, this is under inclusion because of the way it is inclusive with one of the specific communities. Kaiser also includes words that are familiar, language wise, to those who have Spanish as their first language. Being inclusive with language is highly important for the understanding of what the organization is for, but more importantly so that those seeking services know what the website is saying, if it is a fit for them or not. Kaiser also uses the terms that are heavily looked at in this research like “Latino” “Hispanic” and “immigrant”. These words are ways that people identify themselves and would feel comfortable reaching out, knowing that they are the target audience for the organization. Kaiser in particular also includes resources for legal assistance, this is a healthcare plan also including extra help for those in the Hispanic
community. While looking on the other half of the chart at the accessibility, Kaiser has easy links to access online resources. It is quick to redirect, help find the specific services that you are looking for as someone seeking services. This organization also offers specialty programs in different areas like podiatry, fitness classes, referral program, counseling and psychiatry. This contributes to the accessibility factor because it is easily accessible to those looking and there is a wide range of options available to those who need these services. The contacts to the resources offered are promptly given to the public when a link is clicked.

Latino Coalition for a Healthy California they exhibit inclusiveness specifically by their cross sector coalition. They have people from many backgrounds representing the organization. It is inclusive with its board members, in the same way it strives to be inclusive with the Latino/Hispanic community. They also target finance by fighting for a goal where healthcare is affordable, culturally and linguistically appropriate. They are looking at all aspects when it comes to inclusivity, from the money to adding culture to their organization. They are aware of the different cultures and the linguistic differences that they exhibit. Being aware of this allows the organization to form a bigger circle of inclusivity and comfort. This website also has the option to browse it in Spanish which allows Spanish speakers to fully understand the content of the website. While looking at the accessibility of the website LCHC provided links for online resources for a variety of services such as COVID-19, civic engagement, healthcare services and social services. Having these links are important to those who are browsing because it makes it easier to assess specific resources, especially in connection with the organization. They also implemented tabs that contain information about active campaigns, one that caught my eye was the “Latinx Digital Equity campaign”. Having access to a larger community like that provides
the entry way for those who want to participate in ground breaking movements to take the initiative and feel comfortable doing it through the website.

California Health Care Foundation incorporates the use of the term “Latino/x” being inclusive to all gender and to those in this community. They also aim to expand opportunities for community health workers. This organization works with those who are wanting to give back to the community while also providing services for those in the community that need help, they are inclusive with their services. They include the healthcare team, to expand what they know, the knowledge of their community. This organization's website used hyperlinks within their publications, allowing readers access to look further into anything they are reading, or is brought up on the website. Having access to fact sheets regarding Latino/x healthcare experiences, enables the reader to comfortably mitigate through what other people within their community have to say on their experience with healthcare in California.

Protecting Immigrant Families is inclusive in helping those who are aware of governmental helo like Medi-cal, this team works to guide the community members through the application to be able to get healthcare coverage. They provide important documents regarding laws and policies in Spanish so that it is inclusive to the Hispanic/Latino community understanding, especially if their first language is Spanish. Granting access to the list of partner organizations within the website exemplifies a sense of trust between the organization and community, they are proud of who they are in partnership with. A Lot of organizations often do not list all their partnerships. They also publicize resources available to the community in English and in Spanish, again the language access is a major key to allowing communities to have access to an organization.
Latino Health Access makes themselves inclusive by incorporating the financial aspect. The poverty rate for the Hispanic community has dropped, but according to the U.S Census 15.7% of Hispanics are seen experiencing poverty in 2019 (Creamer, 2020). Including that they are assisting low income families is a part of the program’s inclusivity. LHA makes it easy to connect with them, sharing their address and call centers for those who prefer to speak to a person rather than looking online. They also provide the public with a vast amount of emails, specifically naming who each email is for and what services they render.

In this research I further analyze how the website connects with the Hispanic/Latino community. The chart was made to summarize the more technical side, the specific side, while the rest of the analysis analyzes the connection with the community.

The organization's use of words is very important, in particular how they reach out to their audience. In the “Hispanic Health Resource Community Corner” provided by Kaiser Permanente on their online website they include terms such as “Clínica Tepati” and “La familia” at first sight. “Clínica Tepati” allows there to be comfort brought in through understanding and since it is at first sight being able to recognize some words may bring relief to some people's minds. Words that can be comforting to those browsing through the website, especially comforting knowing that the program the organization is promoting is already Spanish-speaking friendly. “La familia” translating directly to “The family”. This term brings comfort in a sense of family, it is bringing in the cultural concept of “familisimo” which is a “concept that is ingrained in Latin and Spanish. It emphasizes the central role of the family in an individual’s life” (Barrett, 2023). Latino Health Access also provides the word “Familias” in one of their activities. It was only these two organizations out of the five that included words that were familiar to the
Spanish-speaking audience. It is important to include language already known to the target audience, especially language used that reminds them of home. The words being surrounded by English terms may bring a sense of relief because the Spanish-speaker is able to familiarize themselves with at least something on the website. It allows there to be a connection with the words, starting from the first interaction with the organization.

Other terms used are identifying terms by these organizations. Many of the words I observed were “Hispanic”(Kaiser), “Latino”(LCHC & LHA), “immigrant”(Kaiser, PIF) and “Latino/x”(CHF). These are identifying terms that reach out and indirectly either resinate or do not resonate with the audience. The specificity of the words are to this day complicated, and many have not embraced the terms. According to the Pew Research Center “A new nationwide survey of Hispanics adults finds that these terms still haven’t been fully embraced by Hispanics themselves. A majority (51%) say they most often identify themselves by their family’s country of origin; just 24% say they prefer a pan-ethnic label” (Taylor et al., 2012) The identifying terms the organizations used are appropriate for their locations. All organizations are catering to California residents. The terms used have been what is used often in California, mostly to do with the way the government had Hispanic’Latinos identify on the Census.

The use of simple terms is also something to look out for, organizations with lengthy terms may look intimidating to those looking for reassurance when going through their resources. The simpler the better, for someone to understand what they should expect. Kaiser’s website often uses subtitles with links that are only 3-4 words in length. They convey messages such as “Know your rights” and “How to use Red Cards”, these are simple phrases that lead to
more resources when clicked upon. These are the sources that give an idea to the viewer to be able to confidently go through the website to obtain information that they want and need.

Three (LCHC, LHA, CHCF) of the five organizations listed their organization's leaders on their website. Including the people that run the organization this is crucial for various reasons. First, this allows the general public to connect or maybe even young Latino’s and Hispanics to see themselves in such a position in the future. I say this because Kaiser Permanente's resources often include students that are completing their undergraduate or are in the process of medical school as the ones who are helping within the clinic. It is the community giving back to the community. With the introduction of the board members and those who are in the organization's team the community looking for services is able to learn more about the people involved, where they came from and what they specialize in. This creates emotional connections, a better understanding of the organization's foundation. Second, allowing the public to see a small biography on organization leaders could guide the viewer into determining how these organizations could help, many of the organizations claim to be inclusive with their board of directors. As mentioned before many Latino and Hispanics tend to identify with their families' country origin. LCHC recognizes and has directors identifying as Guatemalan (Executive Director, Dr. Sechiah Aquino), and other directors born and raised in California, identifying as Latino (Director of Programs and Director of Policy). The LCHC provides every chair member information and past work, within these biographies the board of directors create a sense of connection with those browsing the web page because they are identifying their origins and small topics, for example what they like. Many board members identify as Latino and have a vast amount of experience with the Latino community. Within the board there are members such as
Doctor Efrain Talamantes, who is an internal medicine physician. A physician who has already led community-partnered research, who has the experience to exhibit inclusivity in his work. The definition and how they identify themselves can connect with the desired audience. The LCHC has an extensive list of members that support the organization and who play roles in keeping the organization alive. The biographies and information on those who are within the organization also appear on Latino Health Access’ website, making present those who run the organization. Unlike LCHC, participants do not seem to identify in any of the forms of identity, as mentioned above. The CHCF also lists its board members on their website, all three are in the “About us” drop menu.

The presentation of the website is also a big aspect at which people look at. It is important that the website is easy to navigate, especially for those who do not have much experience online. A big help in these situations would be pictures. The pictures used in each website's homepage is important because many browsing eyes look at pictures before they start reading. Not only are the pictures important, but what they have to say is even more important. Many of the organizations use the pictures to spread statistics or give their team more space to connect with the person browsing the web page.
Pictures are often the first thing someone sees on a website. The photo above comes from the homepage of Protecting Immigrant Families’ web page. A map of the United States propels the viewers to think and know that this organization is catering to those all over the United States, this is being inclusive in a larger way. This is also the first thing that the website displays, which is why I was attracted to it, this picture in particular screamed out “inclusive” to me. Right after this main picture there are what look like legal announcements that look like important news. Being as Protecting Immigrant Families is leaning more towards the legal side, this could help the viewers of the website to look closer to unveil any new information that they may have missed or were not able to receive.

This organization uses pictures and videos to spread awareness and news of the new policies that people may not always have the access to. Many people may not even know what to look up when something changes. Having pictures and video may encourage people to become informed on matters that they may have dismissed or not regarded.
The difference in pictures used is attractive to the viewer's eye, in Latino Coalition for a Healthy California, they have actual people as the first picture to see. In this picture we have a happy smiling family, signaling that it is inclusive to all ages. Which is important to many Latino and Hispanic households. This picture also highlights the ideology of Familialism which is prioritizing your family, something that is embedded deep in the Latino and Hispanic culture. This picture is obviously staged and from a photoshoot, most likely by professional models. While in other cases like California Health Care Foundations’ picture (shown below) you can see the genuine picture including a mother and her child. This picture could be more welcoming to empower mothers who are looking for any type of assistance. The website looks more realistic, something that you would catch at the child’s check up. It shows the organization working with actual families in the community.
There are many different ways to demonstrate the organization as a whole incorporating the people working to make the organization function. An organization that is good to its own employees, tends to be good to the community they want to serve. Illustrating a picture for the viewers is important, Latino Health Access exhibits its organizations workers as the first thing on their website. They are presenting themselves as a team, in matching uniforms and smiles on their faces. This can be seen as comforting to the person who comes across their website to seek any resources that they can provide.
On the other hand one organization that lacks in media is Kaiser, their website is not very welcoming in a media sense, nor does it give insight to who they are including in their organization, nor do they provide any specific leaders and directors for the “Hispanic Health Resource Community Corner”. It is more generalized as a health care plan as a whole. There is no specific place to see who is in charge of this sector, and if there is they are not making it obvious. As mentioned above Kaiser claims to reflect who their community consists of, they do have a larger number of people who identify as White employed with them, than those who identify with a minority race. The reasoning for the void of biographies on the website.

Inclusivity in the monetary aspect is not specified within the organizations; almost all use the term “low-income” communities but do not specify what the threshold is. This is where I found the lack of guidance from the website, there were no links to be able to identify the threshold, nor was it explained. How would one know that they are included within the “low
income” bracket. With the prices rising so high in California the cost of living could be more than what a person is making. It seems so often that all the money being made goes to pay the rent or bills just to keep living. Low income could look very different when considering regions, like the differences between Southern and Northern California.

In terms of accessibility, how is access provided to the Latino and Hispanic community through these organizations? The organizations such as California Health Care Foundation provide guidance on important healthcare policies such as Medi-Cal. Some organizations also focus on legal aspects of a Hispanic/Latino’s life. Kaiser Permanente provides a compelling way of exemplifying “How to use Red Cards”, this link makes it accessible to anyone who clicks on it. Giving short titles really, facilitates the readability of the choices given.

The language that is presented on the website helps understand the categories easier in most cases. On the Protecting Immigrant Families webpage they focus more on the news aspect of the Latino community. For example, providing information on undocumented families in connection to Health Care be the homepage. This begins to build a safe place where others feel included, some that may, more than likely, not go about their everyday talking about their legal status.

The efforts put into breaking down the website into different areas is important and something that Kaiser does. Kaiser’s website seems to be the most accessible out of the five organizations, when it comes to providing ready information. They have health care and legal services that cater to the Hispanic community. A direct link to a specialty clinic, Clínica Tepati, is given with a list of contact information, for people to access. Looking closely into these clinic resources you will find the community that this organization has created by having this program
on the side, offering it to Kaiser’s Hispanic patients. Within this clinic it is obvious that it is the community helping each other with many of the specialties involving “undergraduates”. The podiatry clinic, fitness class and legal aid clinic all are helped by undergraduates striving to give back to the community (Specialty Clinics - clinica-tepati). This organization becomes accessible to both those trying to give back and those in the community.

In particular California Health Care Foundation shares within their website titles “The Medi-Cal Maze: Why Many Eligible Californians Don’t Enroll” (Cordoba et.al, 2021). Relaying information having to do with research and explaining why many Californians remain uninsured even though the coverage was free. These are important barriers that need to be brought down, but in no way does this guide the foundation's target community. It is geared more towards the organization itself. Having statistics and research available online is a handy tool for organization, California Health Care Foundation seems to lay more on the side of helping the community but through a “leader” lens. By this I mean that the leaders here are not interacting with the community instead they are just simply leading. A report written on leaders concludes that “We find that leaders make up 70% difference as to whether an individual reports feeling included” (Bourke & Titus, 2021). In order for an organization to create the sense of community the leaders have to be a part of it. CHCF seems to have this non-inclusive role because on their website they tend to jam pack with terms, articles and statistics that are not welcoming to the viewers at first sight. It is more of a reporting site than that of a helping site for the Hispanic/Latino community.

They do address one of Medi-Cal’s most talked about perceptions, “The perception that Medi-Cal offered poorer coverage or less respectful treatment than other types of insurance”
(Cordoba et al., 2021). This perception is often also believed by the Latino and Hispanic community because of the services rendered within the medical office, the actual people meant to help you and guide you through the process of applying, the ones whose job is to be readily accessible to the community requesting Medi-Cal, often so rude and disrespectful to minorities when they attempt to apply. Allowing open access to documents like this on their website CHCF is fighting to help others understand that Medi-Cal should not be hard to obtain. Having this document linked to the page is a strategic way for the foundation to highlight their goals, this particular organization is hoping to make moves within the Medi-Cal policies.

California Health Care Foundation provides a "Fact Sheet" on their website, where many statistics are shared concerning the Latino community. Some of the statistics include affordability, access to health care, and experiences in the health care system. The purpose of sharing statistics such as “31% of Spanish-speaking Californians say they would have gotten better medical care if they belonged to a different racial or ethnic group” (CHCF, 2023). By providing this information the organization is accentuating their purpose because they have statistics that validate the idea of Latino groups receiving less adequate healthcare because it becomes affected by their race or ethnic group.

A major part to acknowledge is the fact that the audience are Spanish-speaking people, meaning the information should be accessible in Spanish. Three out of five organizations did not have the option to change the language of the website. The ones that absolutely did not were, Protecting Immigrant Families and the California Health Care Foundation, the option was not even present. The Latino Health Access seems to have the drop down present but only contains the English language. Kaiser and Latino Coalition for a Healthy California provide the option to
change the whole website to Spanish, this allows the information to be present and readable for the Spanish speaking community. On Kaiser’s website you can see the translation made, and even small explanations next to organizations names. For example, they have a resource link for Brown issues and next to this, they explain that Brown Issues is an organization that includes juvenile Hispanics. This is really helpful and readily available information. They accentuate ways to get involved in your communities, offering the community to get involved with each other. This creates a chain of help that continues to flourish to larger scales, including pushing for justice in some cases. They have worked on translating every bit of information on the page including how to use a red card, which can come in handy to many people in the community. Having access to the website in both languages may enhance the viewers understanding of the organization's goal.

Allowing access to location and phone number is something that is crucial in communicating. Three of the organizations provided both phone numbers for assistance and an address of a local office. Kaiser Permanente and Protecting Immigrant families did not provide that type of information. Kaiser Permanente is a well known health care provider, but not very well known for its programs. Sure, you could get Kaiser’s number and eventually connect with somebody in the “Hispanic Health Community Service”, but not having a direct line lowers the probability of anyone reaching out. Some of the organizations offered emails to contact specialty directors, but emails can be even trickier than just simply looking at information online. For that reason providing a phone number is important.
6. Recommendations

A critique was made of these websites, through an analysis of the actual content that these organizations provided. There is a gap in the connection between the resources used and the resources offered. By this I mean that the medical office that Latino’s and Hispanics frequent should be in partnership with organizations who strive to promote the health and human rights of that community. Not only that missing connection but more research needs to be done on these organizations, particularly on their effectiveness. This content analysis was the beginning of research in keeping organizations accountable for their claims and gestures to help.

In providing assistance for the Latino and Hispanic community there is a need to provide first sight words that are familiar to the Spanish-Speaking population. It has a lot to do with emotions and feelings, a feeling that knowing what is on the web page is confidence. Much research shows that to feel comfortable with yourself, confidence is needed. Proving that “Self-confidence significantly influences success in personal and professional realms” (Lindner, 2023). For this reason boosting the confidence that the community feels is imperative to success not only in their personal life but also professionally as they navigate their way through the United States. More organizations should include words that are familiar to the community that they are targeting.

In regards to using specific terms to identify the community, there should be definitions linked to each word. There could be a spread of knowledge for the understanding of each of the words used. This could be a major help to the Hispanic and Latino community so that they are able to gain insight to the terms used to identify themselves. Personally, in the past, when trying
to identify myself I found it hard to do so because new words came to be about with many different definitions. For this reason it would be helpful to have words linked to definitions.

In an interview with CHCF a Latinx participant who spoke Spanish from the Central Valley said “Once, I went to a Medi-Cal office, but I left because they don’t treat people nice. They have no respect, I felt bad there. But Since that is a government plan, they don’t care if they treat you well, because either way, they have their job” (Cordoba et.al, p. 9, 2021). People have had horrible experience when it comes to the Medi-Cal office, even myself, growing up receiving Medi-Cal meant going to the offices all the time, watching my mother get yelled at by the worker because she “filled something out wrong”, of course it was wrong, the person filling out the papers for her was a 9 year old girl. The crude behavior of the workers often made people want to turn around and leave the offices. The organizations that I analyzed lack this sense of guidance, it would be very helpful to create a simple guide to filing and filling the paperwork to receive Medi-Cal. The guide could be a video or a visual guide, in reference to the way Kaiser linked the “How to use Red Cards”, this would be a good way to guide, in the form of a zine.

Another form of help that these organizations could do is adding audio recording to their websites so that it is more accessible for those who do not know how to read. Many people that come from other countries do not get the opportunity to go to school due to it being a big expense, or tradition in families. In cases in Mexico, gender inequality prevails in keeping girls home “Domestic chores may keep girls from attending school, and as they age, women are less likely to graduate highschool and less likely to attend college than men” (ICFDN, 2022). In many Latin American countries women are seen to be the ones to keep the house in order and cater to men, impeding them from pursuing education because all their time goes into making someone
else feel comfortable. It is important to keep those who did not get the opportunity to invest themselves in education, within the group of minorities that communities serve.

7. Conclusion

In conclusion, I found that organizations that often pride themselves on being helpful within the Hispanic community often create difficult standards for their target community to obtain information. Some organizations mainly focus on the research within the community, not necessarily directly helping the people. After analyzing these organizations I find it important to continue with the research, but in a different approach than what some of the organizations provided. The organization should be fully catered to the Hispanic and Latino community. As mentioned above in my recommendations there are a lot of ways to implement change, and community groups that give back within the same society are important to keep the humanitarian heart at ease. To navigate information online becomes difficult when links are not offered and information becomes minimal. In most cases phone numbers are not provided for a direct line of contact, which in most cases people prefer to speak directly to ask questions.

Although the mention of mental health within this thesis was a point that was attempting to bring across the need for the mental health assistance to the populations who are rarely offered full services, or even just services that are needed in humanity. All but one of the organizations mentioned allow access to more information on mental health Kaiser Permanente has successfully implemented it on their resource page, making it easy to access and find options for help. Kaiser also provides a link to more fitness options, which is not seen across the
organizations. The other four organizations have left out mental health, or any access to anything to do with the actual physical body. Thus making it difficult for the mission to “help” the community to come across clearly to those in search of the help.

It is important to look at the community as a whole and be cautious with the word choice used on the websites. It is relevant to keep in mind the importance of the definitions of words. As time goes on words begin to get new definitions and new words are constantly being brought up, this could soon also impact research. New ways to identify yourself are coming to light as well, allowing many people to find themselves within a new community. The word choice allows the community seeking help to identify with the organization. Organizations should include the knowledge needed to understand what they put out on their websites.

This paper concludes that organizations need to be the link between medical office or legal office. They need the assistance that Hispanics and Latinos are not able to receive at government offices, even when just simply attempting to file for free healthcare. Organizations that are helping communities are going to be the help that people may need to overcome the barriers presented to them, whether that be racism, cultural competence or injustices. Organizations need to keep documenting policy movements and assuring that the information is being relaid to the awaiting community.
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