



2012-2013 Annual Report

The mission of Familias en Acción is to promote holistic family well being for Latinos through community engagement, education, research, and advocacy for social change.

Our priorities include chronic disease prevention and education, cancer survivorship, community leadership development, elimination of health disparities, and community based participatory research. Familias en Acción is proud to be an affiliate of the National Council of La Raza.

Letter from Executive Director

Dear Friends,

It has been my honor to witness the organizational growth of Familias en Acción (Familias) since its founding in 1998. The success of Familias is due to our current and past clients, staff, board members, funders, and supporters. We are grateful for their commitment to our mission.

The annual report provides a summary of how our programs are all working toward promoting health equity for our Latino community members. However, there is still much to do. Many of our community members will lack access to healthcare insurance after the implementation of the Affordable Care Act. Even insured Latinos are less likely to have access to preventive care such as cancer screenings. Latinas are more likely to be diagnosed with advanced stage breast cancer than non-Hispanic white women.

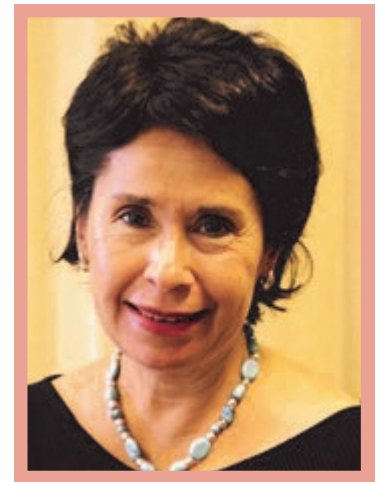
Familias is very grateful for the partnerships with our funders and stakeholders. No one organization can do this alone. We all need to work together to identify the problems and strategies to ensure health for all. We look forward to working with diverse partners in addressing these issues.

Some of our opportunities for growth include expanding the use of technology to enhance access to health education nationally and internationally, integrating palliative care in our patient navigator program, building capacity for care coordination teams to include patient navigators, and expanding use of technology by patient navigators to promote disease self-management. These opportunities and many more will ensure the important role of Familias during healthcare transformation.

I look forward to continuing to serve Familias and our Latino communities as Executive Director and as the Director of the Center for Community Palliative Care Education. More is still to come!

Very Sincerely,

Marie Dahlstrom, MA



Marie Dahlstrom

Patient Navigator Services

Making a difference in the lives of those we serve

Crispin is a liver cancer survivor. Shortly after he was diagnosed, Crispin was laid off and lost his insurance coverage. He was unable to continue his cancer treatment. Crispin's wife contacted Familias en Acción and asked for our help. His Familias Patient Navigator was able to connect him to Project Access Now where he now has access to a primary care provider and an oncologist. Crispin was able to go through treatment and undergo further preventative care.



Crispin Lopez

A few months later Crispin called his Patient Navigator, "I just want to thank you for all your help. I wanted to let you know I just received a call from my doctor and he told me everything is well and that they want to keep an eye out but the treatment worked. I'm really grateful to your program and thank you for wanting to help me and my family. I was afraid that with treatment I wouldn't be able to work but now I feel better than before and I want to continue working and that wouldn't have been possible without your help." Now Crispin wants to give back to the community by being a volunteer and participating in our Chronic Disease Self-Management class, Tomando Control de Su Salud.

Familias en Acción helps many breast cancer survivors through our grant with Susan G. Komen for the Cure. Socorro is one of these survivors. You can see her here holding her certificate for completing her radiology sessions.

Early in 2013, Socorro participated in a mammography screening event. She is a wife and mother of three children. After this mammography event, Socorro was diagnosed with breast cancer and she was connected with her Patient Navigator. Since her diagnosis she has participated in nutrition courses, a support group, and participated in our Chronic Disease Self-Management class, Tomando Control de Su Salud. At these classes, she learned how to eat properly and exercise. She learned how to "be healthy and be strong to beat cancer."



Socorro Ramirez

Socorro says, "At first I was depressed and very sad. I couldn't believe it was happening to me. Then I looked on the bright side, I had access to services and I didn't have insurance. I was being helped by people around me and they were interested in providing services. I realized I had to think positive to feel better."

Familias en Acción Programs

Patient Navigation and Support Services

Patient Navigator Services

Our Patient Navigator program provides support services to individuals and families diagnosed with chronic diseases such as cancer, end stage renal disease, diabetes, and hypertension.

Family Centered Support Services

Individuals diagnosed with cancer and other chronic diseases attend a monthly support group. Our support groups provide psychosocial support and education about the following:

- Nutrition classes and food safety
- No cost fitness activities for home and family
- Depression and anxiety
- Skills for patient engagement
- Information about healthcare reform

The Leukemia/Lymphoma

Society-\$2,400

Funding by the Leukemia/Lymphoma Society supports our monthly cancer support group for survivors and their family members.



Participants in the Familias en Acción Support Group review new recipes and learn techniques to make their favorite meals with healthy changes.

Familias en Acción Programs

Patient Navigation and Support Services

Cambia Health Foundation-\$89,206

Salud en Acción

Latinos are less likely to access preventive screenings. Salud en Acción is a diverse coalition of health care organizations that developed a model for community screening and access to care for Latinos.

Goal 1: Provide targeted breast and colorectal cancer screening education.

Program Outcome:

2,034 men and women served

Goal 2: To implement and evaluate a coordinated community-based breast and colorectal cancer screening and patient navigation program for low-income Latinos.

Program Outcome:

103 women received mammograms

135 men and women screened for colorectal cancer

LATINO HEALTH FACT

Nearly two-thirds (63%) of Hispanics report receiving some health information from **family or friends**, and about one in three (31%) credit **community groups and churches** as sources.

Source: National Council of La Raza (NCLR). 2009: *Profiles of Latino Health*.

Familias en Acción Programs

Patient Navigation and Support Services

PacificSource Charitable Foundation-\$20,000

It is estimated that a large segment of Latinos in Oregon will continue to lack access to healthcare even with the implementation of healthcare reform. This important program responds to the complex health and life needs of individuals and their family members diagnosed with chronic illnesses.

Goal 1: Implement a patient navigator program for uninsured Latinos with chronic diseases to lower their risk for avoidable disease complications.

Program Outcomes:

30 individuals served with Patient Navigation Services

117 family member participants

35 individuals received information and were referred to other resources as needed

Oregon Medical Insurance Pool (OMIP)- \$905,778

Tú Porvenir: Health for Oregon's Latinos

Familias was awarded a grant to respond to the rising healthcare costs and complex social determinants faced by dialysis patients covered by OMIP. Many patients have co-morbid conditions, had high numbers of emergency room visits, and limited access to primary care services. Patient Navigators work closely with Nurse Case Managers aligning clinical care and psychosocial issues.

Goal: Implement and evaluate a patient navigator program for Hispanic patients covered by OMIP that aims to:

Reduce health care costs

Improve appropriate health care utilization

Lower risk of avoidable health complications.

Program Outcomes:

Over 90 OMIP enrollees and family members served with comprehensive Patient Navigation Services

Familias en Acción Programs

Patient Navigation and Support Services

Susan G. Komen for the Cure, Oregon & SW WA-\$34,914

De la Mano Frente al Cáncer

Funding for this program ensures that those women at highest risk for breast cancer (rarely or never screened) receive breast cancer education and access to mammographies. Our Patient Navigator Program, in partnership with community organizations, provides community outreach striving to reduce rates of late stage breast cancer diagnoses for Latinas. Our program supports the development of survivorship skills for Latinas diagnosed with breast cancer.

Goal 1: Improve Latino breast cancer survivors' quality of life through a culturally specific cancer patient navigator program.

Program Outcomes:

1889 individuals received breast cancer education
293 breast cancer survivors and family members received breast cancer support services

Goal 2: Enhance Latino breast cancer survivor leadership skills.

Program Outcomes:

25 cancer survivors trained to provide community cancer education

LATINO HEALTH FACTS

It is significant to note that Hispanics have the **highest uninsured rates** of any racial or ethnic group within the United States.

In 2011, 30.1 percent of the Hispanic population was not covered by health insurance, as compared to 11.1 percent of the non-Hispanic White population.

Source: U.S. Census Bureau, Current Population Survey, 2012 Annual Social and Economic Supplement.

Familias en Acción Programs

Training for Health Professionals

Cambia Health Foundation-\$259,052 (Two years)

Compasión Familiar: Culturally Competent Palliative Care for Latinos

Palliative care ensures that patients diagnosed with severe chronic illness have access to patient centered care. Familias is developing a curriculum to train a healthcare workforce that can provide care that is consistent with and sensitive to the culture of their Latino patients and to increase the number of Latinos accessing palliative care services. Community education will empower Latinos to become more active in their healthcare.

Goal 1: Increase Hispanic access to palliative care by training lay/paraprofessional workforce to build health literacy within the community (Community Education).

Goal 2: Increase access to palliative care for Hispanics by training healthcare workforce to provide palliative care that is consistent with and sensitive to the culture of their Hispanic patients (Health Professional Education) .

LATINO HEALTH FACTS

According to national examination surveys, Mexican Americans are almost twice as likely as non-Hispanic whites to be diagnosed with diabetes by a physician. They have **higher rates** of end-stage renal disease, caused by diabetes, and they are 50% more likely to die from diabetes as non-Hispanic whites.

Childhood obesity in the Hispanic population is growing faster than all other population segments with nearly **two in five Hispanic children** ages 2–19 being overweight or obese.

Source: U.S. Department of Health & Human Services. The Office of Minority Health.

Familias en Acción Programs

Training for Health Professionals

Latino Health Equity Conference (LHEC)

Our annual conference was held at Portland Community College on May 10, 2013. The theme for 2013 was Emotional Well Being, with an emphasis on mental health and behavioral health topics linked to Latinos. This event raised \$75,000 for our organization.

Through our connection with Kaiser Permanente, we were able to offer Continuing Medical Education (CME) credits for healthcare professionals with a focus on culturally competent care for Latinos.

There were 15 workshops presented which provided a forum for public health researchers, policy makers, care providers, and students to engage. These 300 participants at our conference were able to share strategies and best practices regarding health equity for Latinos.



Attendees of the Latino Health Equity Conference, Familias en Acción's annual training for health professionals. The conference focuses on Latino health issues regarding research, policy, and clinical care.

Familias en Acción Programs

Health Education



eSaludToday.com

The mission of eSaludToday.com is to promote health literacy and empower patients and their families in order to prevent, delay onset, and manage chronic disease in Hispanics. Utilizing social media and technology eSaludToday.com stimulates interest in and provides access to reliable health information.

eSalud is a monthly, bilingual Hispanic health web publication that provides holistic health information in written and multimedia formats, offers opportunities for peer interaction and support, and is a tool to facilitate education and communication between patients, families and patient navigators or other care providers.

Familias hosted a Gran Fiesta in November 2012 to officially launch this bilingual online magazine. Our sponsors, partners, and community members were invited to celebrate its release.

Tomando Control de Su Salud

Stanford Chronic Disease Self-Management Program

This is a six-week course taught in Spanish that educates and encourages Latinos to manage their chronic illness. The Familias en Acción staff, partners, and community members completed the training through the Stanford School of Medicine. The course trained participants to lead their own Tomando Control de Su Salud classes.

Charlas and Health Screening Events

Through our efforts, we were able to reach over 1,000 Latinos with health education offered in their communities. We coordinated with the Mexican Consulate, Multnomah County Health Clinic, Susan G. Komen for the Cure, Promotores de Salud, and others, to reach Latinos and discuss health issues regarding breast cancer, colorectal cancer, chronic disease, and Patient Navigation services.

Program Funding

Financial Snapshot for July 1, 2012 to June 30, 2013

Total Revenue and Support: \$885,883.56

Event Sponsorships & Fees: \$64,330.72

Foundations: \$325,944.00

Government: \$487,900.81

In-Kind Products & Services: \$1,430.00

HealthCare Tax Credit: \$4,581.56

Interest Earned: \$1,696.47

Total Expenses: \$510,402.24

Programs & Services: \$455,978.87

General & Administrative: \$36,769.06

Fundraising: \$17,654.31

Total Net Profit: \$375,481.32



Guests of honor at the Gran Fiesta for our online health magazine, eSaludToday.com. The bilingual magazine features articles for readers of any age related to chronic disease self management, prevention and more.

Our Funders

Committed to delivering the Familias mission

Sponsors and Partners

Acceso Sin Fronteras

Bob's Red Mill

Cambia Health Foundation

CareOregon

EstrellaTV

Kaiser Permanente Northwest

Kaiser Permanente Center for Health Research

Knight Cancer Institute

Lara Media Services

Legacy Health

The Leukemia & Lymphoma Society

Linfield College School of Nursing

Lilly

Livestrong

Multnomah County Health Department

Northwest Health Foundation

Oregon Health and Science University (OHSU)
Heart Research Institute

Oregon Medical Insurance Pool (OMIP)

PacificSource Foundation

Portland Community College

Portland State University

Project Access NOW

Regence BlueCross BlueShield of Oregon

Riverview Community Bank

Steph's Bookkeeping Service, Inc.

Susan G. Komen for the Cure Oregon & SW Washington

Board of Directors and Staff

Committed to delivering the Familias mission

Familias en Acción Board of Directors

Michael Reyes, Board Chair

Rev. Mark Knutson, Ex Officio

Moises Ceja, Treasurer

Mirna Cibrian

Ismael Meda

Kathryn Kelley, Vice Chair

Carmen Perezchica, Secretary

Stefanny Caballero

Natasha Holstein

Tamara Ryan



Familias en Acción welcomed partners and community members to celebrate with music and dance for the official launch of eSaludToday.com.

Familias en Acción Staff

Marie Dahlstrom

Olga Gerberg

Jaeme Klever

Laura Berrutti

Teresa Blanshine

Blanca Fernandez

Pilar Alcantar

Rebecca Huntley

Karla Skokan

Adam Merencias

Maya Muñoz-Tobón

Betsy Velazquez