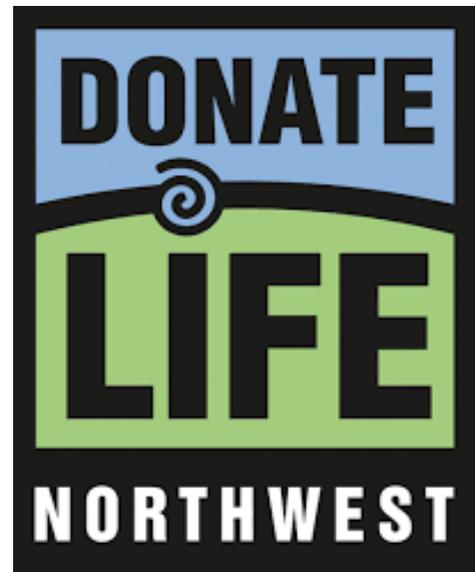


Title: Done Vida Latino Cultural Awareness

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Introduction:

Donate Life Northwest maintains the donor registry for the state of Oregon. Through community events, education programs, and an award-winning high school curriculum, we reach thousands of people throughout the Pacific Northwest annually. Together with our community, Donate Life Northwest has registered over 2.5 million Oregonians to be an organ, eye, and tissue donors.

We work to provide Oregon's Latino population with education and access to resources around donation and transplant as well as Dialysis education classes. The Done Vida Noroeste program works with Spanish-speaking Latino volunteers and community health organizations to provide bilingual and culturally specific education about donor registration, access to transplant, and opportunities to honor the generosity of donor families and the gratitude of recipients.

Description of Project:

The purpose of this presentation is to help build a strong trusting relationship with the Latino community and serve the community with the highest level of care possible.

For the Latino community, leaving their countries of origin to search for a better quality of life and settle in a new country most of the time means leaving behind customs, culture, and most importantly family. This also helps us to understand that within the same community we have to learn to differentiate the problems of each ethnic group. Latinos want to be recognized for where they come from, where they were born, that gives them an identity that they have lost by having to immigrate to another country.

We want to acknowledge that a strong cultural identity can contribute to a person's overall wellbeing.

Outcomes:

We know that food is part of the values, is part of their culture; the food of each country is part of who they are.

However, we also know that with time the community has had changes that have occurred within the diet in Latin America in recent years.

Unfortunately, the number of Hispanic adults age 40 and older meeting nutritional guidelines was relatively low across all food groups and currently Latinos are experiencing an epidemic of obesity and Diabetes Type 2.

We can all help by demonstrating cultural competence toward patients with diverse values, beliefs, and feelings. Before we become culturally competent, we must understand the local community and the role our organization plays within the community.



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