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Latino home care is program topic

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Written by **Patti Singer**

It was enough that Rosemarie Gutierrez had heard from other organizations in the Latino community that people wondered what to do if they needed care at home.

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So before there were more questions, Latinas Unidas sought to find some answers.

The women's networking group is teaming up with HCR Home Care for a program Thursday about home care for the Hispanic community.

"We thought it would be a good match because of the growing Latino population and HCR offers home health aides who are bilingual," said Gutierrez, who is on the board of Latinas Unidas and organizes its events.

The presentation by HCR nurses and social workers is free and will be in Spanish and English.

If you go

What: "Home Care: A Vital Need in the Hispanic Community," with Latinas Unidas and HCR Home Care.

When: 5:30 to 7:30 p.m. Thursday. Reservations requested by Tuesday.

Where: HCR Home Care, 85 Metro Park.

Cost: Free.

For more: To reserve a seat and get more information, call (585) 256-8900.

The Hispanic population of Monroe County rose by 38 percent between 2000 and 2010, and 64 percent of residents who identified themselves as Hispanic or Latino live in the city of Rochester, according to census [data](#).

"We need to inform the community that help is available," Gutierrez said. "If need does become apparent, they'll know where to turn."

Latinas Unidas has a history of partnering with HCR, which has developed culturally competent care programs that take into account the customs as well as the language of patients. The home health care agency has transcultural programs for the African-American, Ukrainian and Russian populations in addition to the Hispanic community.

"You'll be more successful in helping individuals understand information when you



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don't have the miscues that can occur in miscommunication," said Elizabeth Zicari, vice president of clinical services for HCR.

Gutierrez said that information marketed to the general community often doesn't reach minority populations. "For some reason, the information gets lost before it hits." She said that many Latinas Unidas members work for nonprofits or do volunteer work.

"We feel they'll be the voice to convey that information to people. In the Latino community, word of mouth will be the biggest resource."

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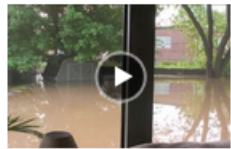
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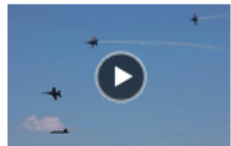
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