EL CINCO DE MAYO
AN AMERICAN TRADITION

Next
After the Civil War:
Latino Health Organizations
1870-1890
Sotelo Drugs, Los Angeles, 1879
Farmacia Sotelo
Dr. Valencia, San Francisco, 1875

Dr. D. Valencia,
De la Facultad de Medicina de
Guadalajara.
Antiguo Director del Hospital
Military de Mazatlan.

Oficina: N.º 1109 Calle de Stockton, entre Jackson y Pacific.
San Francisco.
Dr. Serapio Recio, USMG in Los Angeles, 1873

AVISOS NUEVOS.

El Doctor Recio,
MÉDICO DE LA UNIVERSIDAD
DE
PENNSYLVANIA,

Ofrece sus servicios profesionales al público de Los Ángeles. Habla Español, Inglés y Francés. Residencia “WHITE HOUSE.” Cuarto del frente No. 20, m13x
Dr. M. G. Fernández,
Medico Cirujano, y Partero.

Graduado en la Academia de Medicina de la Capital de México, y en la de Puebla y miembro de la Asociación Médica de Texas.

Oficina:—357 Calle Main Norte, frente al Baker Block.
Horas de Consulta—De 8 a 12 am, de 3 a 6 y de 8 a 9 pm.

El Medico Tejano: Mexico D.F., Puebla, San Antonio and Los Angeles, 1893
Los Angeles, 1887

Doctor G. del Amo,
Médico y Cirujano
DE LA UNIVERSIDAD DE MADRID
Oficina y Domicilio: Plaza House,
No. 411 Calle Main Norte, frente al Pico House. Los Angeles, Cal.
Dr. Vicente Gelcich, Company D, Native California Cavalry, 1863-65
Second Generation /La 2a Generacion: Ignacia Botello, 1877
5 de Mayo,
Los Angeles,
1884

Jóvenes Hispano-Americanos:
Hispanic-American Youth

La Cronica, May 3, 1884, p. 3

Source: CHIS.UCLA.2005
5 de Mayo in English, Los Angeles, 1883

Los Angeles Times, April 15, 1883, p. 4
La Revolucion Mexicana 1910-1929
Refugees Fleeing Tijuana into San Diego, 1916
Dr. A. R. Gomez, Los Angeles, 1916
Farmacia Hidalgo, Los Angeles, 1929
5 de Mayo, Los Angeles, 1918

Figure 8. Illustration accompanying story, “Mexicans celebrate at Cinco de Mayo fete”, Los Angeles Times, May 6, 1918; pg. II 1
World War II
2a Guerra Mundial
Latinos Fight America’s Wars

51. Soldier Jimmy Gastelum (left) of Amado, Arizona, and an unknown Mexican American soldier from Chicago during World War II.
World War II
Donald S. Lopez,
Burma Theater
Rosita the Riveter
1941-1945

50. Southern Pacific Railroad workers in Tucson, Arizona, during World War II.
Wounded veteran of the North African and Italian campaigns with his fiancee. 1945.
(Courtesy of Antonio Rios-Ochoa)
Los Chicanos
Chicano Generation:
La Clinica de la Raza, 1970, Oakland
La Clinica de la Raza, 1970, Oakland, CA

Greña de Hippi
La Clinica de la Raza, 1970, Oakland, CA

Source: CHIS.UCLA.2005
On the Delta, 1973
Chicano Generation
Sacramento, CA.
5 de Mayo, 1970s
Chicano Generation
Sonoma County
5 de Mayo, 1979
Cinco de Mayo US Postage Stamp, 1996
Marketers Join Cinco de Mayo Party

Product Promotions Flow
As Companies Boost, Ride Holiday’s Growing Appeal

ADVERTISERS ARE always looking for an excuse to party. This Cinco de Mayo, one of them is providing a lesson in Mexican history to go with the day’s free-flowing chips, salsa and cerveza.

In Mexico, Cinco de Mayo is a minor holiday that commemorates a Mexican militia’s May 5, 1862, victory over the French army. It is little observed outside the eastern state of Puebla, where the battle took place. North of the border, the holiday has taken on a momentum of its own, becoming both a symbol of cultural pride and an excuse for marketers to boost sales.

DaimlerChrysler’s Jeep sport-utility vehicles are among the products getting a heavy push in connection with Cinco de Mayo.

Mexican flag, premiered during the Old Town Fiesta in San Diego last weekend. Prizes such as T-shirts, beach towels and even the keys to a PT Cruiser convertible with a free two-year lease cascaded out of the life-size fiberglass-and-paper replica of a car that hung seven feet off the ground.

“The fifth anniversary of our car coinciding with Cinco de Mayo was just too good an opportunity to pass up,” a spokeswoman for Chrysler says. Other Chrysler Group units, including Dodge and Jeep, are using Cinco de Mayo themes in promotions as well.

McDonald’s gave away more than 35,000 of its new fruit-and-walnut salads Sunday during the McDonald’s Fiesta Broadway in Los Angeles, the country’s largest Cinco de Mayo party.

After the Fourth of July, Cinco de Mayo is the second-biggest day for Domino’s “5-5-5 on 5-5-05 Prize Pack” that can include everything from free pizzas to piñatas.

David Brandon, chairman and chief executive of the Ann Arbor, Mich., pizza giant, says every campaign needs a hook: “There happens to be a fair amount of confusion about this holiday.”
Cinco de Mayo in the White House, 21st Century

Cinco de Mayo presidencial

George W. Bush celebró la Batalla de Puebla con una Cena en los jardines de la Casa Blanca, a la que invitó a los altos funcionarios latino de su administración y a otros personajes ilustres del país como exaltación de la diversidad de su población.
Cinco de Mayo in USA
Se Ha Perdido La Razón del Festejo
We Have Forgotten Why We Celebrate
Consequences of Lost Memory
Cinco de Mayo Seen as Un-American

- It should be celebrated in their country not in America. A lot of illegals celebrate it here in America. I would like to see a law
- No promoting Cinco de Mayo in America
- Any one celebrates this on May 5th in any American city or town faces a fine of $500 plus 5 days in jail.

www.uspoliticsonline.com/culture-media-issues/38093
‘We will stem the tide’ at the border

Homeland Security secretary responds to criticism about the influx of children from Central America.

By Jim Puzzanghera

WASHINGTON — The nation's Homeland Security chief vowed Sunday that the Obama administration would “stem the tide” of unaccompanied minors from Central America who have illegally crossed the Southwest border in record numbers in recent months.

Immigration officials have cut the turnaround time for processing deportation of adult immigrant detainees from about 33 days to four, and are working to add detention capacity for children and teens who arrive on their own, Homeland Security Secretary Jeh Johnson said.

Although U.S. officials need to “do right by the children,” they need to have policies in place to enforce the law, Johnson said.

A PROTEST in Murrieta on Friday. More than 40,000 minors from El Salvador, Honduras and Guatemala have been apprehended at the border since October.

Counter-Demonstrators in Murrieta. Republicans say lenient Obama policies are to blame.
La Clinica de la Raza, 1977
Che Guevara Poster, UCSF, 1970

HASTA LA VICTORIA SIEMPRE!
Stanford University CHE
Chicanos/Latino in Health Education
Proudly Presents...

The 17th Annual
Dia de los Muertos
Health Conference

Medicine
Public Health
Dentistry

Save the date!

Saturday
November 7th, 2009

at

Stanford
School of
Medicine

FREE MCAT Course
Chicanos/Latinos for Community Medicine, 1969-2014
Chicano Medical Student Association, 1984-1990

Dr. Elena Rios
WE ARE BRUINS,
WE ARE THE LMSA

“Medicine Is Our Passion, Diversity Is Our Strength”
Latino Medical Student Association Graduation, 2009

Latinos de Estados Unidos, 2009
19th ANNUAL Conference

Marriott Wardman Park Hotel • Washington, DC
March 26 – 29, 2015

“Effective Strategies to Improve Health Care for Hispanics in Our Local Communities”

Madison & Taft Workshop Rooms
Faltan Medicos Latinos
The Latino Physician Shortage
AAMC Latino Physician Shortage


Gloria Sánchez, MD, Theresa Nevarez, MD, MBA, Werner Schink, MS, and David E. Hayes-Bautista, PhD

Abstract

Purpose
To update and extend a 2000 study on the California Latino physician workforce, the authors examined the Latino physician workforce in the 30-year time frame spanning 1980 to 2010, comparing changes in the rates of physicians per 100,000 population for the Latino and non-Hispanic white (NHW) populations in the United States as a whole and in the five states with (in 2010) the largest Latino populations.

Samples for 1980–2010) to identify total population, total number of physicians, and Spanish-language ability for both the Latino and NHW populations. They examined nativity for only Latinos.

Results
At the national level, the NHW physician rate per 100,000 of the NHW population increased from 211 in 1980 to 315 in 2010 while the Latino physician rates increased from 34 to 63. At the state level, the Latino physician rates increased in all five of the states examined. At the national and state levels, Latino physicians were far more likely to speak Spanish than NHW physicians. Over the 30-year period, the Latino physician population has evolved from being primarily foreign born to being about evenly split between foreign born and U.S. born.

Conclusions
The Latino physician shortage has
**Latino Physicians in the United States, 1980–2010: A Thirty-Year Overview From the Censuses**

Gloria Sánchez, MD, Theresa Nevarez, MD, MBA, Werner Schink, MS, and David E. Hayes-Bautista, PhD

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**Abstract**

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To update and extend a 2000 study on the California Latino physician workforce, the authors examined the Latino physician workforce in the 30-year time frame spanning 1980 to 2010, comparing changes in the Latino sample with the non-Hispanic White (NHW) sample. They used 1980 and 2010 census data to identify the total number of physicians, the total population, and the Spanish-language ability for both the Latino and NHW populations. They also examined nativity for only Latinos.

In all five of the states examined, at the national and state levels, Latino physicians were far more likely to speak Spanish than NHW physicians. Over the 30-year period, the Latino physician population has evolved from being primarily foreign-born to being about...
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Figure 2
30-Year Trend in U.S. Physicians per 100,000 Population, NonHispanic White vs Latino, 1980 to 2010

- NonHispanic White
- Latino
Un grupo de doctores inmigrantes que logró obtener su licencia para ejercer como médicos en Estados Unidos.

#DoctoresHispanos

Escasean los doctores latinos

Muchos pacientes latinos necesitan servicios en español, pero no hay suficientes médicos.
THE DOCTOR IS OUT

Why so many patients are losing their doctors to the rising costs of malpractice

Lobbying the politicians for a cure

What it means for you
California Lags Behind Competitor States
Latino Physicians per 100,000 Latino Population, Selected States, 2006-2009

- California: 56
- Florida: 256
- Illinois: 117
- New York: 123
- Texas: 86

NHW and Latino Physicians per 100,000 Population, Selected States, 2006-2009

Other Items

• Spanish speaking
Figure 4
Ability to Speak Spanish by Physicians for 5 States, NonHispanic White vs Latino, 2010

- NonHispanic White
- Latino

<table>
<thead>
<tr>
<th>State</th>
<th>NonHispanic White</th>
<th>Latino</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>68%</td>
<td>5%</td>
</tr>
<tr>
<td>Florida</td>
<td>91%</td>
<td>4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>70%</td>
<td>3%</td>
</tr>
<tr>
<td>New York</td>
<td>76%</td>
<td>2%</td>
</tr>
<tr>
<td>Texas</td>
<td>81%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Communicate the Findings
Disparity in Latino healthcare grows

"I thought the numbers could have been better," Sanchez said.

On a recent Friday, patients at the Harbor-UCLA clinic said they appreciated that so many doctors there spoke Spanish — and that they found it difficult to get by in medical settings where that wasn’t the case.

Irma Torres, 75, remembered one conversation with her 70-year-old husband, Miguel, when he was hospitalized for a heart condition.

"I asked him, ‘What did the doctor say?’” she recalled. "And he said, ‘I don’t know.’"

Angelina Campos, a 55-year-old who suffers from high blood pressure and migraines, was at the clinic to have her injured knee checked by Sanchez.

Campos said she preferred doctors who were fluent Spanish speakers, but that sometimes it was hard to get an appointment because wait times could be very long. She said she sometimes relied on her pharmacist to translate, after the fact, what an English-speaking doctor had told her.

"I feel more comfortable with a Latino caregiver," Campos said.

Dr. Gloria Sanchez, with patient Miguel Torres, says Latinos desperately need doctors who understand their words and problems.
For Latinos, finding doctor who speaks Spanish is hard

BY ERYN BROWN

Every day, chronically ill Latino patients stream into Harbor-UCLA Medical Center's family medicine clinic. Some have neglected their health because they’re flummoxed or alienated by the medical system, Dr. Gloria Sanchez believes — in desperate need of care from providers who understand their words and their problems.

"Latino physicians tend to be that bridge, this critical piece of healthcare communication," she said.

But such doctors are in short supply, said Sanchez, a professor and physician at the Harbor City facility.

Latinos as a group suffer disproportionately from poverty-related conditions such as diabetes and heart disease. Under the Affordable Care Act, more of them than ever have access to coverage.

But in a recent analysis published by the journal Academic Medicine, Sanchez and colleagues found that the number of Latino physicians was not keeping pace with population growth and suggested that correcting the imbalance could be key to addressing Latino health disparities.

"It's not affirmative action. It's an issue of quality of care," said David Hayes-Bautista, director of the Center for the Study of Latino Health and Culture at UCLA's David Geffen School of Medicine and a study co-author.

Combining through three decades of census data, Sanchez, Hayes-Bautista and other researchers found that the number of people in the U.S. who identified themselves as Latino or Hispanic grew 243% from 1980 to 2010, from just under 15 million to more than 51 million.

In 1980, there were 135 Latino doctors for every 100,000 Latinos in the U.S. By 2010, that number had fallen to 105. The ratio of non-Hispanic white doctors to non-Hispanic white patients, in the meantime, increased from 211 to 315 per 100,000.

When the researchers looked at the five states with the largest Latino populations in 2010 — California, Texas, Florida, New York and Illinois — the Golden State’s Latino-doctor-to-patient ratio ranked lowest, with 50 physicians per 100,000.

[See Latinos, B5]
Electronic-Television
Claudia Botero Univision
"Se Necesitan Doctores"

CESLAC UCLA

Source: CHIS.UCLA.2005
Telemundo-Enfoque Los Angeles
LOS ANGELES TIMES REPORTS ON LATINO PHYSICIAN SHORTAGE.

Today’s issue (Feb. 20, 2015) of the Los Angeles Times carried an extensive report on the recent peer-reviewed article published in Academic Medicine on the growing Latino physician shortage. The key data chart, created by UCLA CESLAC, was reproduced, showing how the ratio of MDs per 100,000 has gotten better for NHW and worse for Latino between 1980 and 2010. See today’s Los Angeles Times for details.

For Latinos, finding doctor who speaks Spanish is hard

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But such doctors are in short supply, said Sanchez, a professor and physician at the Harbor City facility.

Short supply

The number of Latino doctors has failed to keep pace with the rising Latino population, especially in California.

Physicians per 100,000 in California

<table>
<thead>
<tr>
<th>Year</th>
<th>Non-Hispanic</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>400</td>
<td>50</td>
</tr>
<tr>
<td>1990</td>
<td>390</td>
<td>50</td>
</tr>
<tr>
<td>2000</td>
<td>390</td>
<td>50</td>
</tr>
<tr>
<td>2010</td>
<td>390</td>
<td>50</td>
</tr>
</tbody>
</table>

Source: Association of American Medical Colleges.

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In 1980, there were 135 Latino doctors for every 100,000 Latinos in the U.S. By 2010, that number had fallen to 105. The ratio of non-Hispanic white doctors to non-Hispanic white patients, in the meantime, increased.

1,584 people reached

Boost Post
Undocumented Students Pursuing Medical Education: The Implications of Deferred Action for Childhood Arrivals (DACA)

Yohualli Balderas-Medina Anaya, MD, MPH, Mithi del Rosario, Lawrence “Hy” Doyle, EdD, and David E. Hayes-Bautista, PhD

Abstract

There are about 1.8 million young immigrants in the United States who came or were brought to the country without documentation before the age of 16. These youth have been raised and educated in the United States and have aspirations and educational achievements similar to those of their native-born counterparts. Many of these young immigrants fall within the group of undocumented students who are eligible to receive permission to reside and work in the United States. DACA defers deportation of eligible, undocumented youth and grants lawful presence in the United States, work permits, Social Security numbers, and, in most states, driver’s licenses. These privileges have diminished the barriers
Dr. Yohualli Balderas Press Conference at DGSOM, 2014
Chicago Tribune Interviews Dr. Yohualli Balderas
What was he seeing?
Latinos in California
Latinos in California

- Medical Services Provided in Spanish for 246 years
Latinos in California

• Medical Services Provided in Spanish for 246 years
• Latino roots of California medicine
Latinos in California

• Medical Services Provided in Spanish for 246 years
• Latino roots of California medicine
• Remember “El Cinco de Mayo!”
The End
Partner Discussion

• Discuss how you would start creating your personal media network.
Other Items

- Spanish speaking
- Nativity (US Born, Immigrant)
- Ancestry
- Gender
- Income
- Industry
Next Research Papers

- Professional life of Latino MDs compared to NHW MDs
  - Earn the same?
  - Same industries?
- Personal Life of Latina MD’s compared to Female NHW
  - Marital status
  - Family responsibilities
Partner Discussion

• What part of the policy research process would you like to know more about?
LA NUEVA CALIFORNIA
LATINOS IN THE GOLDEN STATE

NEXT

DAVID E. HAYES-BAUTISTA
Partner Discussion

• Discuss how you would start creating your personal media network.