# Viva Marin





MARIN LATINO HEALTH POLICY PARTNERSHIP

# Latino health and well-being



Latinos are living, working, and thriving in Marin County!

What does it mean to be Latino in Marin County? What do Latinos mean for Marin? Most Latinos in Marin are citizens and many families have been in the US for many generations; some are immigrants, and a few may be recent refugees. Latinos living and working across Marin are parents, students, employers, leaders, and employees. They are our neighbors, our classmates and our co-workers.

Latinos are a significant part of our economy and our community. Marin only stands to benefit if our Latino population is healthy and thriving. Despite living in the "healthiest county" in California, many Latinos do not enjoy good health. Childhood obesity rates are alarmingly high as are diabetes rates for adults and older adults.

The Latino Health Policy Partnership of Marin has compiled this *Data, Policy, & Action Guide* to present a snapshot of Latino health and well-being in Marin County along with specific action steps that can be taken to improve health outcomes for our children, teens, adults, families and older adults. Use this guide to learn about the contributions of Latinos, advocate for policy change, encourage investments in Latino education, business, and economic development, and promote a healthier Marin for all. What can we learn from Latino heritage and experience that might improve the health and well-being of our entire community? What can Marin do to ensure that more Latinos enjoy optimal health?



POPULATION Today, Latinos represent 16% of Marin's population.



POPULATION GROWTH By 2050, Latinos will comprise more than 25% of Marin's population.



WORKFORCE Latinos make up almost 19% of Marin's workforce.



TAX REVENUE Marin Latino spending supports \$38 million in state and local taxes.



BUSINESS INCOME Latino spending currently supports \$500 million business revenue in Marin.

# in Marin is good for all of us!



# HEALTHY PARKS, TRAILS, ENVIRONMENT

**Creating welcoming places for Latinos to exercise, play, or to engage in decisions about the environment, makes our protective efforts stronger and unites our community for a common cause.** Only **9%** of the six million visitors to Marin County Parks are Latino, despite being **16%** of the population. **70%** of Marin residents can walk a half mile to a park, trail or open space. There are **50** "Promotores Verdes" in Marin trained to promote health and educate the community about the environment.





#### HEALTHY PLACES

Marin can and should be a healthy community for every community! A healthy community is healthy for everyone in every community, not just select neighborhoods or ethnicities. Everyone deserves access to healthy food and affordable housing. Everyone deserves access to safe places to play, exercise and gather as well as convenient and affordable transportation.



#### ACCESS TO HEALTHCARE

100% healthcare coverage would increase preventive care and reduce the costly use of emergency rooms for urgent care. Over 10,000 people were enrolled in Medi-Cal from January 2014 to September 2015. But there are still many uninsured Latinos in Marin County.



#### ECONOMIC WELL-BEING

Latino well-being is good for the Marin economy! By 2050, Latinos will comprise over 25% of the population in Marin County. Latino spending currently supports about \$500 million in business incomes and \$38 million in state and local tax revenues.

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A HERITAGE OF HEALTH

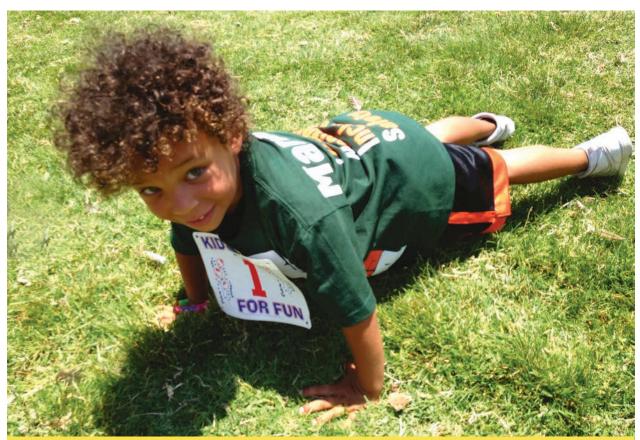
With a focus on family, physical activity, nutrition, and cultural values, we can improve longevity for everyone. The "protective factors" of Latino culture and heritage may provide tools to support healthy lifestyles. Latinos in Marin have an average life expectancy of 88 years higher than Whites at 83 years and African Americans at 79 years.

OUR LATINO CHILDREN An investment in the health and wellbeing of our children, youth and teens is an investment in the future. Only 35% of Latino 3 and 4 year olds attended preschool in 2013. Over 30% of Latino youth are overweight or obese. 24% of Latino children in Marin live in poverty.

OUR LATINO OLDER ADULTS Our seniors need bilingual, culturally sensitive care with special attention to heart health and specialty care. Older Latinos are 30% more likely to have psychological stress in the past year than Caucasian seniors. A recent study shows Latino seniors in Marin have a 20% higher incidence of diabetes than Caucasians.



# Parks, Trails, Environment



### Expand park access and environmental leadership in Marin

Marin has an abundance of open space, parks, trails, and shoreline. Unfortunately, access and visitation by Latinos is limited.

A Marin Parks study showed that higher income Caucasians tend to use parks and open spaces for personal fitness or to connect with nature. Latinos visit parks as well, but more often for family gatherings, team sports, and socializing.

Latinos also have a long history of connections with nature and resource conservation. The National Parks Service is capitalizing on this by reaching out to Latinos to assure connection to their national parks-- a strategy for land conservation into the future. Marin Parks is also





investing in more bilingual staff, signage, and educational materials to expand access for more Marin residents.

Environmental leaders in Marin would benefit by including Latinos in local and global conservation efforts, including climate change. California studies show that environmental issues are as important to Latino voters as passage of immigration reform. Our Latino community has 50 "Promotores Verdes,"

community members trained to provide environmental health education to our Spanish speaking communities and to advocate for policy change.



Our opportunity is to make parks welcoming and available to everyone and environmental leadership more inclusive through community engagement, partnerships, and innovative strategies.



Only 9.1% of visitors to Marin County Parks are Latino, despite being 16% of the population.



Public land managers in Marin **do not** have coordinated up-to-date information about visitors, including visitor demographics.



The California State Parks' *Parks Forward* report calls for reaching all Californians by **expanding** park access to California's underserved communities, urban populations, and younger generations.



Marin residents want more information in Spanish, fun activities and environmental education serving families, a clean maintained park experience, and better transportation options.



**78%** of Latinos in California say they are already experiencing the effects of climate change.



81% of Latino voters support state measures to combat climate change.

# Success Story



Armando Quintero, Marin Municipal Water District elected board member, has a long history of protecting Marin's land, water, and communities. He has

lived in Marin for 29 years, starting as a ranger for the National Park Service. He served on the San Rafael Parks and Recreation Commission and was involved in the development of McInnis Skate Park and the Jean Starkweather Shoreline Park and trail. Armando served as a citizen member of the



Marin County Parks and Open Space Commission and has led natural history hikes and programs since 1983. As the executive director of the Sierra Nevada Research Institute at UC Merced, he works to build a strategic base of water knowledge to help California and the nation achieve a water-secure future.



# TAKE ACTION

Elect and appoint bilingual and bicultural representatives to boards and commissions that make decisions about our parks and the environment.

Promote free days and free parking at all recreational locations– provided by over 24 agencies across Marin. **Provide transportation** from low-income neighborhoods.

Employ Spanish-speaking

rangers, volunteers, and greeters at all parks. Have signage, pamphlets and outreach materials in Spanish.

Support field trips to national and local parks to teach environmental protection and conservation. **Connect** environmental organizations with Latino community leaders.

**Promote parks for fitness** and activity. Offer scholarships for youth sports and outdoor internships.

Pursue a common vision and partnerships between Marin's environmental organizations and those serving Latinos.

# Healthy Places



### Communty health is a community responsibility in Marin

Choices we make are shaped by the choices we have. Marin is a wonderful example of healthy places and people; however, not everyone has the same opportunity to make healthy choices. Lower income neighborhoods have more fast food outlets, sugary beverage outlets, and fewer recreational opportunities. This leads to higher rates of diabetes and obesity. The good news is that we can do better.



Some communities have local laws that limit unhealthy food outlets; some have more parks, robust physical activity programs, facilities, and staff in schools, as well as safe bike lanes and walking paths.

Health equity is reached when our health does not depend on our wealth, zip code, power or prestige.

We can make health equity happen in Marin.

Healthy communities thrive when all members enjoy:

- Access to affordable nutritious food
- Safe places to play, gather, and be active
- Convenient and affordable transportation
- Secure housing
- A connected neighborhood



Our opportunity is to create places where everyone can thrive by bringing people together to support policies, local laws, programs, and community leadership dedicated to health for all.



Latino communities have more than **twice as many** fast food outlets than other areas of Marin.

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**35%** of Latino children drink a sugar sweetened beverage everyday.



**60%** of Latino adults do not get regular physical activity, and **57%** are obese or overweight.



The Pickleweed soccer field in San Rafael is booked year-round for youth and adult athletics.



In the Canal Communty Garden, 92 garden beds are tended by a crossection of community members.



**Free** Zumba dance/exercise classes are available across Marin.

# Success Story



**Community Health Hubs** have been promoting the culture of health, nutrition, and fitness by offering weekly community gathering places for distribution of fresh, locally grown food, free onsite health care services and screenings, as well as fun physical activities. The Health Hubs are hosted by Marin Community Clinics in San Rafael and Novato, in partnership with the SF-Marin Food Bank, ExtraFood.org, Champions for Change, local Promotores, and others.

The Health Hubs provide more than 200



working families and older adults with access to 20-30 pounds of free locally grown fresh food, assistance in applying for the subsidized food program called CalFresh, free health screenings and direct referrals for medical care, as well as free nutrition education and fitness activities.

# TAKE ACTION

Support joint use agreements between schools, recreation centers, and community organizations to provide opportunities to be physically active.

Limit zoning of unhealthy food outlets in municipal areas.

Make walking and biking to work easy and safe. Advocate for stop signs, sidewalks, lighting, and bike lanes.

Encourage local retailers to offer more fresh locally grown fruit and vegetables, and advocate for a healthy grocery option in every community. Reduce the sale and promotion of unhealthy foods and beverages in all areas of Marin.

Introduce yourself to your neighbors and host a block party to promote community cohesion. Participate in National Night Out in your neighborhood to encourage unity.

# Access to Healthcare



### Preventive care is critical to a long, active and healthy life

Insurance coverage alone does not equal healthcare or good health. Transportation, language, literacy,

work schedules, or lack of sick leave may be barriers to care. Having a "medical home," annual check-ups, preventive care, specialty services, and lifestyle counseling are all vital, but are not available to everyone in Marin.

The critical components of access are:

**Coverage:** Everyone who qualifies should have health insurance and use the benefits available to them.



**Providers:** Primary care, specialty care, mental health services, as well as clinics and hospitals are vital for comprehensive medical care.



**Cultural competency:** Language, beliefs, and values impact the doctor-patient relationship, treatment compliance, and healthcare choices.

**Cost:** Co-pays and deductibles may be a barrier to regular wellness and acute care visits, as well as necessary follow-ups, prescriptions, and other treatment options.

When everyone in Marin has access to comprehensive, quality health care, the health and well-being improves for all.



Our opportunity is to build a community-wide commitment to 100% healthcare coverage and culturally competent care.



Marin's Federally Qualified Health Centers cannot meet the demand of those needing care or specialty services.

There are **no** neurologists who take Medi-Cal in Marin.

Most Latinos are eligible for healthcare coverage. Even after the implementation of the Affordable Care Act, there are still many uninsured Latinos in Marin.

**36.7%** of Latino students reported not eating breakfast in the past day.

Marin Community Clinics has 22 pediatric dental chairs at 3 sites across the county and serves 37,842 dental visits to those ages 20 and under in one year.



enrollment from January 2014 to September 2015 (10,162 were enrolled).

There was a 96% increase in total Medi-Cal

**93.8%** of Latino children under 18 had health insurance in 2014.

**92.6%** of Latino babies are born at a healthy weight.

# Success Story



**RotaCare** provides services to the growing population of working and unemployed residents who are unable to pay for primary healthcare. With just three paid staff, all RotaCare healthcare services are free to the patient including medical exams, diagnostic testing, lab testing, and most pharmaceuticals. Each month specialists in dermatology, psychiatry, and ophthalmology offer treatment. RotaCare relies on volunteers and donations, led by Sunrise Corte Madera Rotary Club, rather than government funding.

"I am proud and humbled to give back to my community and assure service to those who have nowhere else to go. I believe that all medical providers need to volunteer in their communities."

- Dr. Mike Ralston, Volunteer Director



# TAKE ACTION

#### Vote and advocate

Support policies, programs, and services providing primary and specialty care for all.

#### Funding

Create a sustainable funding mechanism to ensure all residents have access to healthcare.

#### Volunteering

Ask your provider if they volunteer their services. If so, thank them for what they do.

#### **Case management**

Patients need support to ensure treatment and benefits are delivered.

Reach out to your specialists to add slots for Medi-Cal recipients. Support safety net services

to uninsured and underinsured residents.

**Offer to drive** someone to a medical appointment.

Encourage a neighbor or loved one to get a regular prevention screening or schedule your appointments at the same time.

# Economic Well-being



### Maximize Latino contributions to our economy in Marin

Latinos make major contributions to Marin's economy.

Currently comprising about 16% of our population, Latinos will exceed 25% of the population by 2050. In the coming years, demographic forecasts indicate that more Latinos will be employed, more Latinos will be business owners, and more Latinos will be making money and spending money in Marin.

Latinos are already making substantial contributions to the economy: their aggregate income, yearly spending, business income, and





contribution to state and local taxes are critical to the local economy.

Latinos are business owners and prospective business owners; they are executives, professionals, managers, educated employees, skilled workers— and more future leaders, when given the opportunity.

The bottom line is that Latinos are a significant segment of our population and they are making significant contributions to our economy. We all stand to benefit when and where Latinos succeed.



Our opportunity is to change stereotypes about Latinos in Marin, to promote inclusion, education, and opportunity. When Latinos are supported in business and employment, our whole economy will grow and thrive.



There are nearly **40,000** people in Marin who are Latino/Hispanic; that's almost **16%** of the population. By 2050, Latinos will comprise over **25%** of the population.



Latinos in Marin have a median household income of **\$48,662** as compared to the median income of Marin **\$91,529**; Latino aggregate income exceeds **\$710** million.



A family of four needs an annual income of \$102,233 to make ends meet in Marin.



Latino spending in Marin supports about **\$500 million** in business incomes.



Latino spending in Marin supports an estimated **\$38 million** in state and local tax revenues.



Most Latino adults in Marin are employed. Approximately **21,000** Latinos have jobs in Marin County as of January 2016.

# Success Story



**Brian Arellanes**, is the Founder, CEO, and Chairman of ITSourceTek, Inc. which is headquartered in San Rafael. ITSourceTek is a technology and management consulting firm providing strategic solutions in project development and cyber security. Brian, a local Latino, is a 2015 and 2016 top 100 award winner from the Hispanic IT Executive Council (HITEC). He also volunteers with the Canal Alliance. From 2012 to 2015, ITSourceTek hired 216 employees, including 105 minorities, and increased dollars spent with minority businesses 131% (from just over \$900,000 to over \$2 million). Over 83% of their procurement is spent with diverse suppliers. ITSourceTek was the 2013 and 2015 HP Supplier of the Year, and #29 on the Hispanic Business Fastest Growing 100 for 2014, among many other recognitions.

# TAKE ACTION

#### Hire Latinos and bilingual staff to serve the Spanish-language population, to be a part of

management, and to contribute to and to represent your organization.

Pay living wages to Latino employees, including day laborers, seasonal, and casual employees. **Promote and support Latino businesses** and patronize them, personally and professionally.

**Boost** Latino entrepreneurship with business advisors, lenders, and providers that are bilingual and culturally proficient.

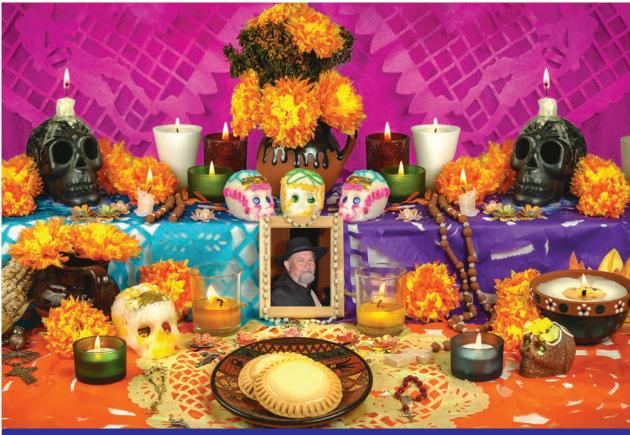
#### Advocate for affordable

housing which will increase income available for spending, saving and investing.

#### Support Latino education

by offering internships to Latino students. Encourage young Latinos to continue their education. Support policies and programs that provide preschool for Latino children, so they can enter kindergarten prepared for success.

# A Heritage of Health



### Preserve and learn from Latino culture and heritage

Latinos have a heritage of healthy habits—a nutritious and heart-healthy diet and a hard-working and active lifestyle. We know that these traditional habits can be compromised as Latinos assimilate into modern American culture, eating high-calorie diets and adopting sedentary lifestyles. Research shows that health outcomes may decline with each subsequent generation.

Despite this, Latinos tend to have health outcomes that are comparable to or better than many Caucasians—and they may even live longer.

The "protective factors" of Latino heritage may support improved health for everyone:

- Family Connections: extended family ties, supportive family networks, strong family unity, interdependence, multi-generational living, respect for the knowledge of elders and the inclusion of children.
- Cultural Values and Traditions: value for ethnic identity and culture, an outlook of resilience and strength, and commitment to community and social responsibility.
- **Spirituality:** religion-based family and community life, spiritual beliefs regarding illness, life and death, and a culture of faith and hope.
- Nutrition and Activity: a traditional diet based on fresh fruits and vegetables, grains and beans; mobility centered on walking, biking and public transportation.



Our opportunity is to use the "protective factors" of Latino heritage— family, culture, spirituality, community, nutrition and physical activity— as a basis for improving health outcomes for all.



**98.2%** of Latino newborns are breastfed in the hospital; mother's milk contributes to improved health outcomes, positive attachments and lifelong health.



Despite lower than average education and incomes, Latinos in Marin have a longer life expectancy (88 years) than many Whites/ Caucasians (83 years) and African Americans (79 years).



National Pew research studies found that more than 90% of Latinos identify with a specific religion. Regardless of tradition, "God is an active force in daily life." Most have a spiritual object in the home. People with a strong spiritual connection have decreased mental health diagnoses.



Latinos have 35% less heart disease and 49% less cancer than Caucasians. Compared with US-born Latinos, foreign-born Latinos have about half as much heart disease; 48% less cancer; and 29% less high blood pressure.

# Success Story



Maria Niggle and Socorro Romo are at the heart of the West Marin Latino Initiative, working to assure that each community member has a voice at the table.

Abriendo Caminos or Finding our Path, is a partnership to engage and empower

immigrants, while addressing the cultural divide and working towards equity in West Marin.

La Mesa de las Abuelas or Our Grandmothers' Table celebrates healthy eating, inviting multigenerational and multi-ethnic families and friends to a community pot luck dinner made from fresh, locally-grown produce. This event focuses on food and serves as an exploration and celebration of diversity and cultural heritage. Healthy eating is a deeply-rooted tradition in the Latino culture. West Marin is rediscovering healthy family recipes and sharing them with friends and neighbors, promoting improved health for everyone.

# TAKE ACTION

Ask your employer about offering ongoing cultural sensitivity training, adopting policies and practices that encourage diversity and inclusion.

Ask your local school about adopting lesson plans that reflect the culture of Latino students and offer opportunities to share multi-ethnic food, arts and cultures.

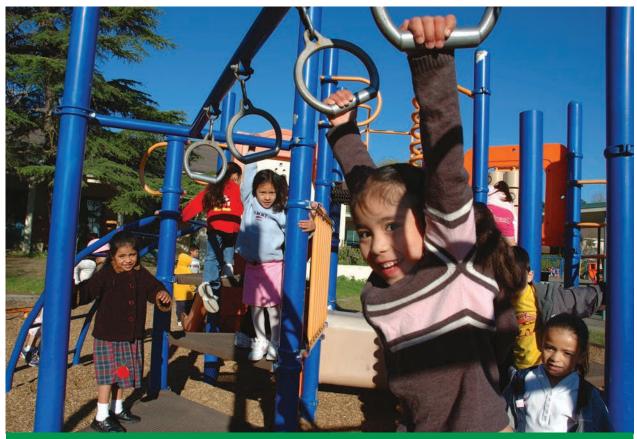
Ask your grandmother or elder in the family to teach you a traditional healthy recipe; share a healthy meal with friends and family.

#### Promote community interaction

by attending an event outside your neighborhood and inviting someone outside your neighborhood in. Protect our children, youth and teens from harmful food and beverage marketing.

Vote and advocate for laws, policies and practices that promote improved fitness and nutrition for children, youth, teens, and adults.

# Our Latino Children



### Promote equal opportunities for our children in Marin



**35%** of Latino 3 and 4 year olds in Marin attended preschool in 2013, compared to **84%** of Caucasian children. **63%** of Latino students were below third grade reading proficiency standards. Only **26%** of Latino students scored proficient or higher in Algebra. **83%** of Latino students graduated with their high school class in 2013, and just **37%** completed the "A-G" courses required for admission to the University of California or California State University. Ŀ

Over **30%** of Latino youth are overweight or obese; for low-income children, the rate is closer to **35%**. Only **21.5%** of Latino fifth graders met fitness standards in 2013. By ninth grade, **43%** of Latinos have an unhealthy weight.



**24%** of Latino children in Marin are living in poverty.



# TAKE ACTION

**Support** low-income families and families living in poverty.

Share opportunities for free educational programs, outdoor activities, fitness classes and sports teams. Promote daily physical activity and healthy eating— at home, at school and preschool, and in child care settings.

**Ensure** that all children have the opportunity to attend preschool.

**Expand** early literacy and family literacy classes.

Help Latino students master critical math concepts and reach proficiency goals.

**Prioritize** high school graduation for all students, with college prep or career readiness.



# Our Latino Older Adults



### Ensure health and well-being for our older adults in Marin



Latino older adults with dementia are more likely to be living with relatives than in a long term care facility.



One local medical study found a 20% higher rate of diabetes among older Latinos in Marin compared to older Caucasians.



Older Latinos are 30% more likely to have mild to severe psychological stress in the past year than Caucasian older adults.

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# TAKE ACTION

Provide outreach and education to Latino older adults with bilingual and culturallycompetent staff who can offer nutrition education, health information and daily physical activity. Assist Latino older adults in maintaining health insurance, using coverage for preventive care, and following up with prescribed treatment, medications and lifestyle changes.

**Reach** out to Latino older adults to mentor you. Ask them about their secrets for success. **Ensure** that older adults have access to specialty care, and that care is accessed and provided.

Advise older adults and their families to use support services provided by their churches and community organizations.

Offer opportunities for older adults to engage with children and adults of all ages.



4 out of 5 Latino households have less than \$10,000 for retirement savings; 90% of Latino seniors have insufficient assets for their remaining years.



**62%** of Latino older adult households nationally spend **30%** or more of their income on housing costs.

# Acknowledgments & Contributors

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We know the above list is incomplete. Many others have contributed to this ever growing list of people who are working on equity for Latinos in Marin. We thank you for your humble and kind work.

**Special thanks** to *Dr. Cío Hernández,* Marin County Health & Human Services for her leadership with the Marin Latino Health Policy Partnership, and to *Cío* and *Michelle Fadelli*, First 5 Marin Children & Families Commission for the primary authorship of this Report. Thanks to *Kathy Kipp* and *Jennifer D'Ambrosio* for research and support.

The Marin Latino Health Policy Partnership is dedicated to identifying health disparities in Marin County, educating change makers and advocating for health equity and healthy outcomes for all.

References to the data published in this Report, Latino Health in Marin: A Data, Policy & Action Guide are available upon request.

www.facebook.com/LatinoHealthMarin

In memory of Raul Muñoz and Ethel Seiderman.