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# Housing Inequities among Latinos: Issues and Solutions

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# Agenda

- ***About Salud America!***
- Issues: Housing among Latinos
- Solutions: Housing among Latinos
- Next Steps



# *Salud* Focus: Social Determinants of Health

More than 80% of the nearly \$3.5 trillion spent on medical care each year in the U.S. is spent on treating chronic diseases related to the conditions we live, learn, work, play and age:

- **Economic stability** (poverty, jobs, sick leave)
- **Neighborhoods** (housing, safe streets, green spaces, toxins)
- **Social cohesion** (racism, discrimination, immigration)
- **Health** (trauma, obesity, access to primary, maternal, and mental health care)
- **Education** (quality early care and education, graduation)

**Housing is connected to all of these issues.**



# Salud Content on Housing

- Research review →
- Animated videos & infographics
- Daily curated content on @SaludAmerica & salud-america.org
- #SaludTues Tweetchats
- #SaludTalks Podcast
- Salud Hero case studies of role models of healthy change



Salud America!   
@SaludAmerica

BREAKING: See the alarming state of #Latino housing, transportation, and green space, via our new research:



The State of Latino Housing, Transportation, and Green Space  
Latino communities experience lower-quality housing that is further away from public transportation with less green space, but key solutions are emerging.  
[salud-america.org](https://salud-america.org)



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# Research: Issues

Where you live,  
and your access  
to affordable  
housing,  
impacts your  
health



*Salud America!* Research Review: [salud.to/healthequity](https://salud.to/healthequity)

# Research: Issues

Latino families  
are burdened  
by high  
housing costs



# Research: Issues

More Latinos  
rent their  
homes (54%)  
than their White  
peers (28%)





# Research: Issues

Latino families face high risk of involuntary displacement, or “gentrification”

An infographic with a teal background. At the top, a red rounded rectangle contains the text "LATINOS FACE HIGH RISK FOR GENTRIFICATION" in white. Below this, a cartoon illustration of a sad man with black hair, a red shirt, and blue pants stands on the left. To his right are six icons in white rounded squares, each with a corresponding text label below it: a bar chart for "PROPERTY VALUES RISE", a briefcase for "WAGES STAY THE SAME", a house with a dollar sign for "CAN'T AFFORD HOME", a yellow suitcase for "HAVE TO MOVE AWAY", a bus and a house with a red cross for "NOW FAR FROM HOME TRANSIT AND HEALTHCARE", and a small Salud America! logo in the bottom right corner. At the bottom center, the text "SALUD AMERICA! RESEARCH REVIEW 2019" is written in small white letters.

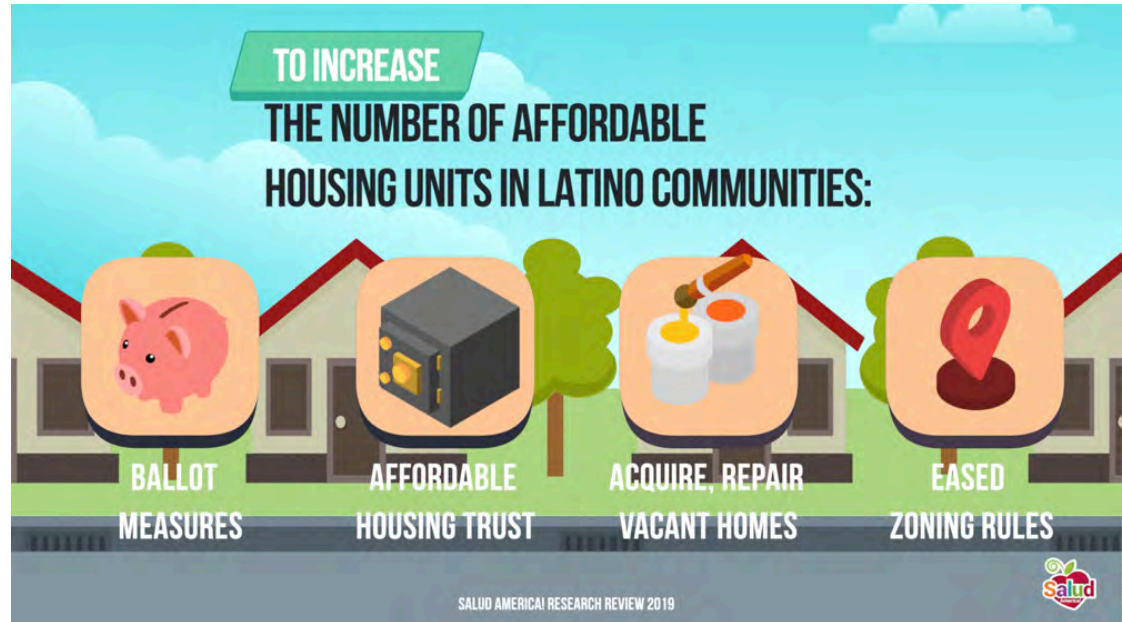


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# Research: Solutions

Increase the amount of affordable housing options for Latinos



# Research: Solutions

Help Latino renters keep their homes, especially in pandemics



# Research: Solutions

Incentives for transit-oriented development (TOD) w/ mixed-income housing



The infographic is divided into two main sections. The left section, on a teal background, lists four incentives in light blue rounded rectangles, each with an icon: a map for 'FREE CITY LAND FOR AFFORDABLE HOUSING', a stack of money for 'LOW-INCOME HOUSING TAX CREDITS', a folder for 'FAST TRACK PERMITTING', and a red location pin for 'INCLUSIONARY ZONING'. The right section, on a red background, features a white banner with the text 'ENTICE DEVELOPERS TO CREATE AFFORDABLE HOUSING CLOSE TO TRANSPORTATION' and two cartoon characters, a man in a suit and a woman in a hat, standing below it. The Salud America! logo is in the bottom right corner.

- FREE CITY LAND FOR AFFORDABLE HOUSING
- LOW-INCOME HOUSING TAX CREDITS
- FAST TRACK PERMITTING
- INCLUSIONARY ZONING

**ENTICE DEVELOPERS TO  
CREATE AFFORDABLE HOUSING  
CLOSE TO TRANSPORTATION**

SALUD AMERICA! RESEARCH REVIEW 2019

# Research: Solutions

Successful TODs in Latino areas engage champions for affordable housing, and add health care, plazas, art, groups





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# Next Steps: COVID-19

**Homelessness could rise 45% by end of 2020**

**“Most of us think about roads, bridges, transit systems, and public utilities, along with education and health care. But affordable housing is an essential component of infrastructure; an investment needs especially evident as the coronavirus infects so many of our country’s most vulnerable people.”**

—Roger K. Lewis, professor emeritus of architecture, University of Maryland





# Next Steps: Systemic Racism

Housing (and much more) has been plagued by systemic racism, redlining, other discriminatory practices

Use our new **Action Pack** to help your city declare racism a public health crisis and commit to action!

[salud.to/endoracism](https://salud.to/endoracism)

## **Step 1: Ask for Input on a City Resolution to Declare Racism a Public Health Crisis & Commit to Action**

Use our model emails & talking points to engage racial/ethnic organizations, social justice groups, and public health agencies for input and guidance on a city resolution and commitment to action.

## **Step 2: Email City Leaders to Declare Racism a Public Health Crisis & Commit to Action**

Use our model email, talking points, and social media messages to ask your city leaders to take steps to start and support a city resolution and commitment to action.

## **Step 3: Get Community Support for a City Resolution to Declare Racism a Public Health Crisis & Commit to Action**

Use our sample email, press release, talking points, and social media messages to build community support for a city resolution and commitment to action.





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# Questions

— @SaludAmerica —  
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