

Hispanics and COVID-19

April 2020



INTRODUCTION

An unfairly vulnerable community

Many Hispanics work in the leisure, hospitality and service industries. The community believes the pandemic will be a major threat to their personal finance. Two in three employed Hispanics would not get paid if the virus caused them to miss work for two weeks or more.



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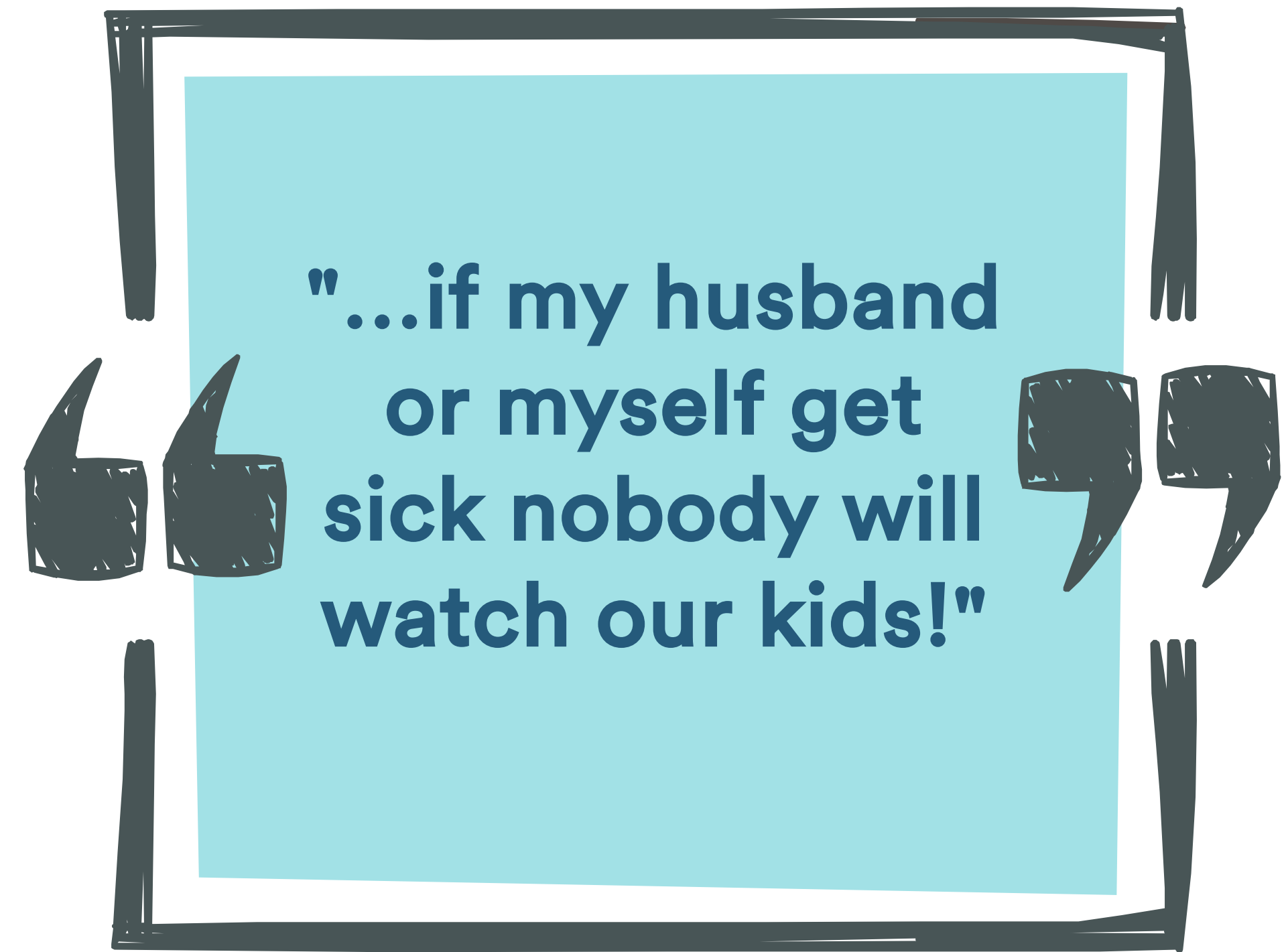
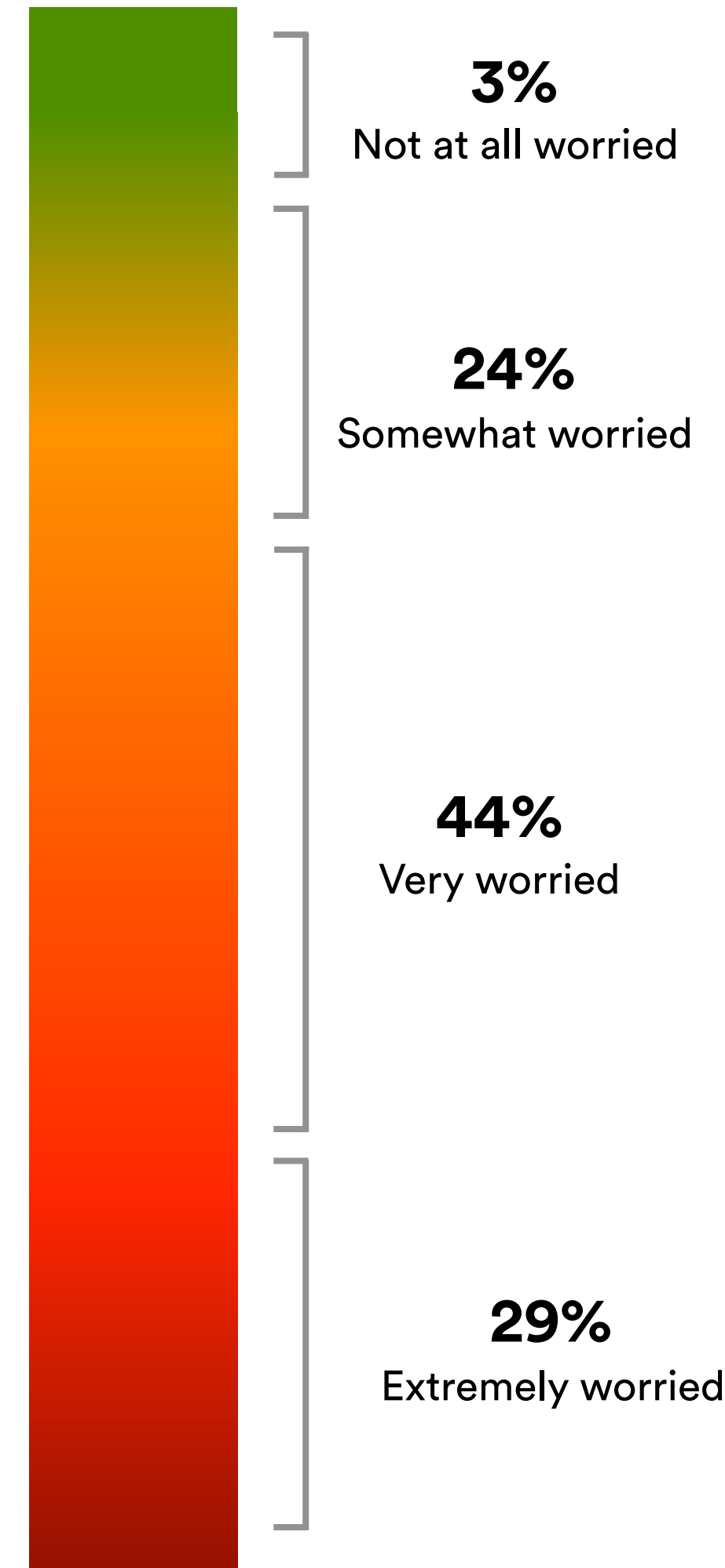
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1 Worried and “alone”

The Hispanic community is not only worried about the pandemic, but afraid of what will happen to their family if they get sick.



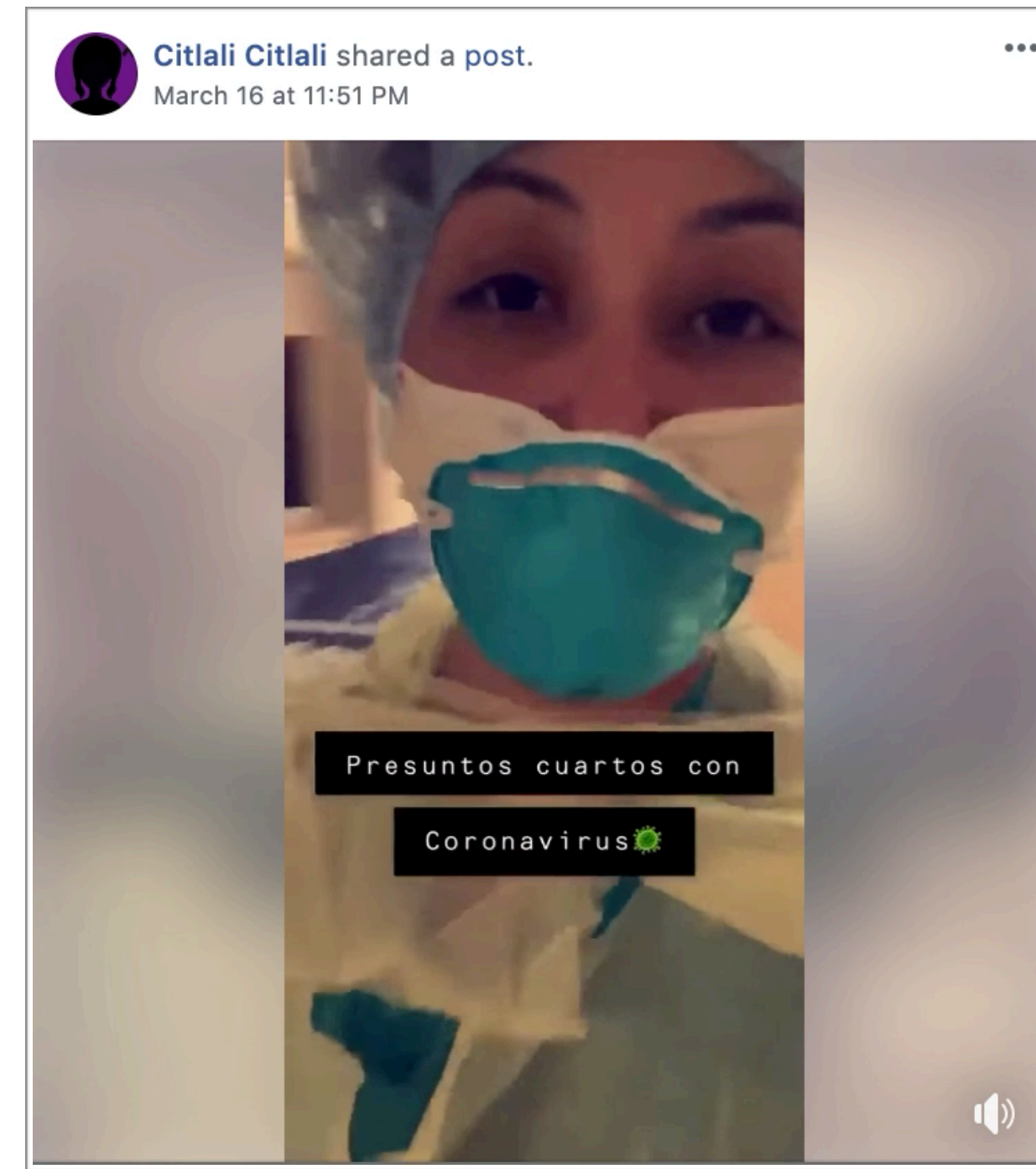
Although they are as worried as the General Market, Hispanic families have one more thing to be concerned about: who will look after their family if they can't.

2 Fighting racism and inequality

Many vulnerable, low-income workers do not have the privilege of staying home and instead opt to put their health on the line for fear of suffering from wage loss or being laid off by their employers.



Forgotten field heroes.



Doing the job nobody wants to do.



What about the undocumented back-of-the house workers?

3 Canta y no llores

Sing and don't cry. Humor is a fantastic tool for resilience. Hispanics turn to humor in uncertain situations. In a way, it is a response to a sense of hopelessness.

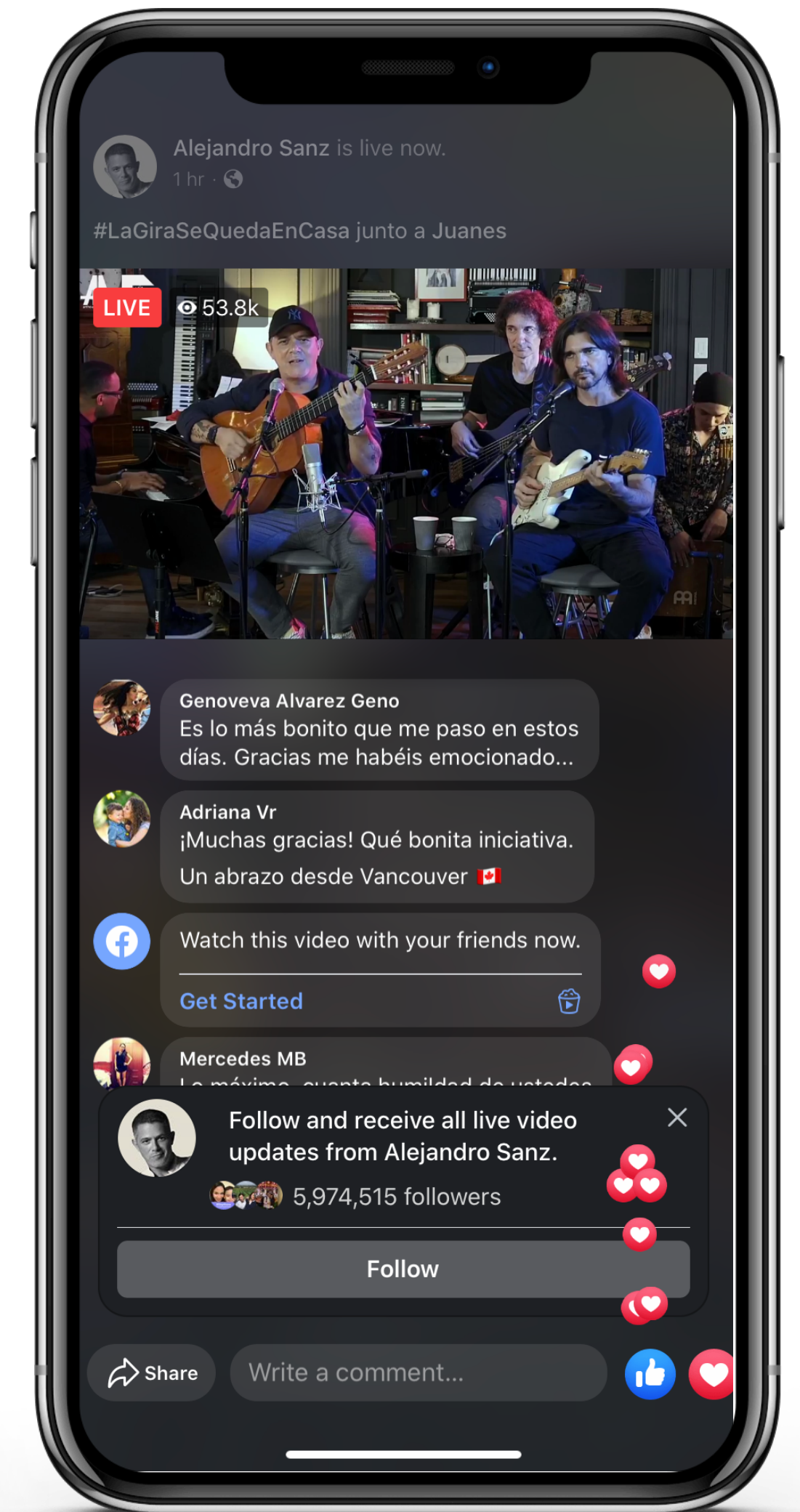
Doner.



TikTok is booming with Hispanics sharing how their culture reacts to COVID-19.



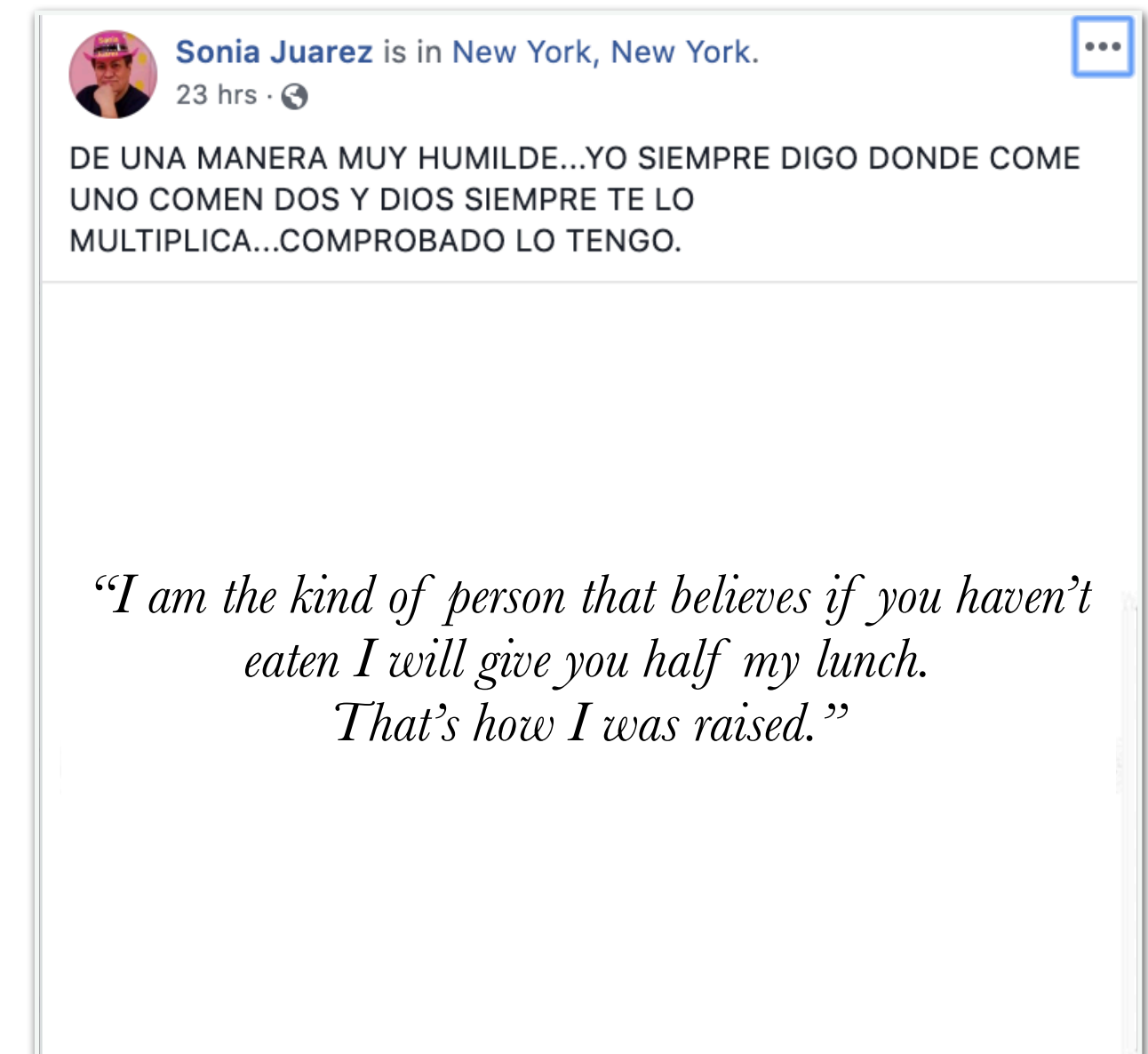
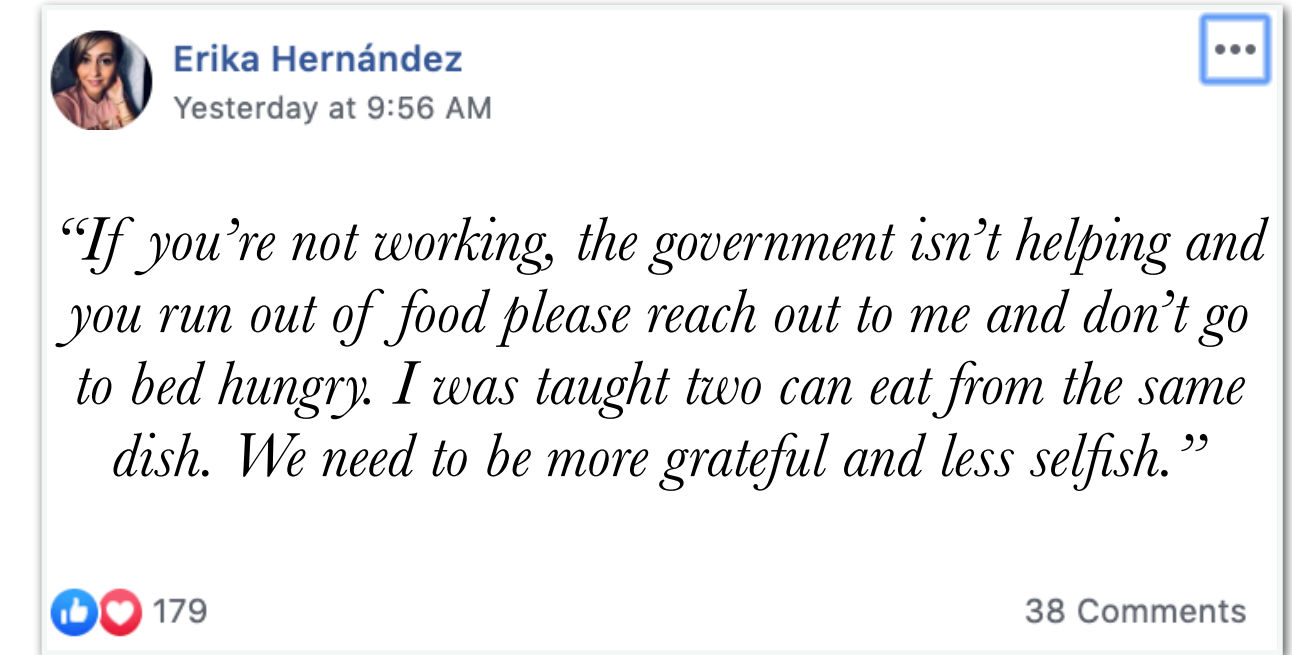
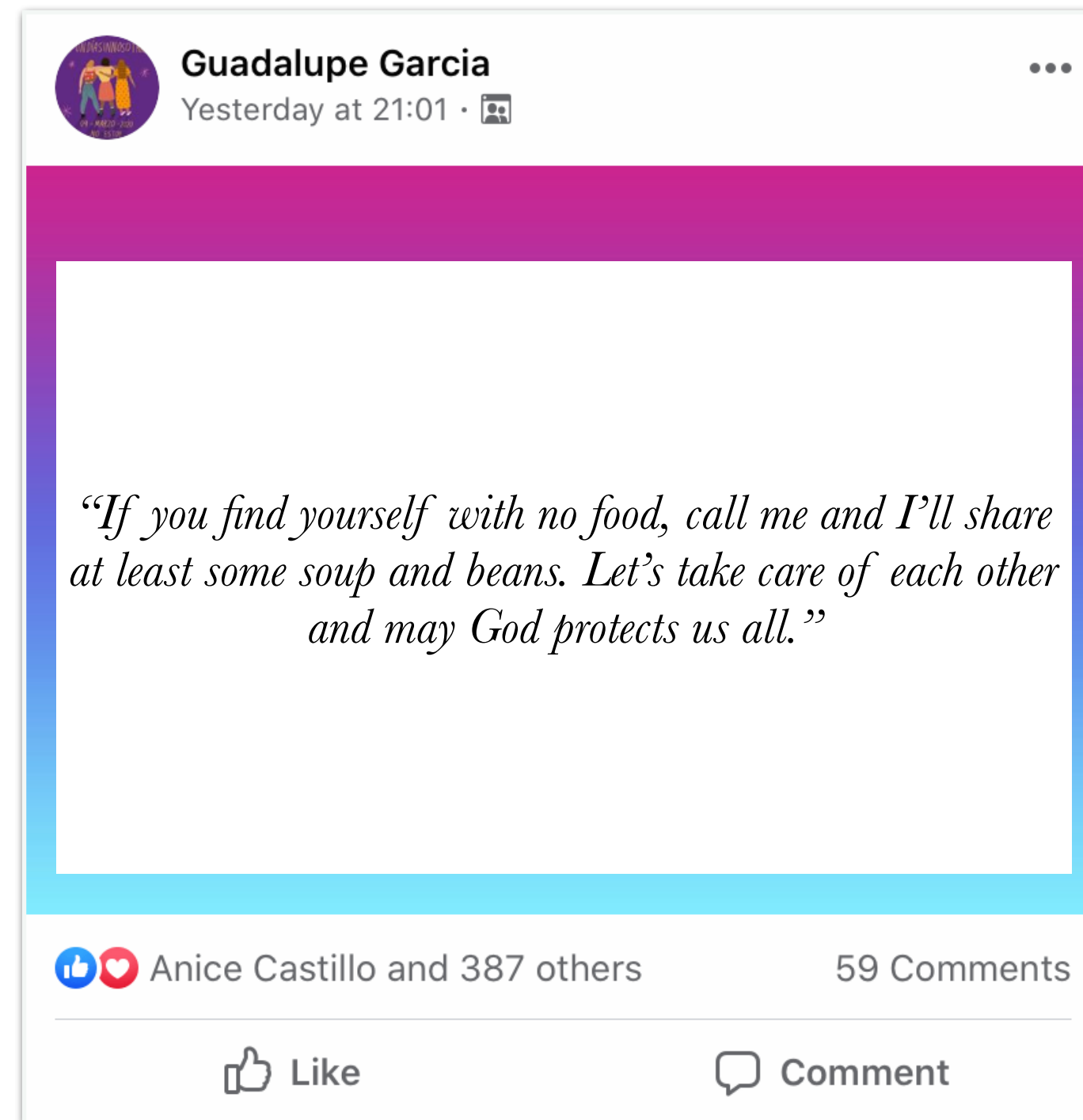
Memes are shared, constantly.



Livestreamed concerts are organized to encourage people to stay home.

4 Las penas con pan son buenas

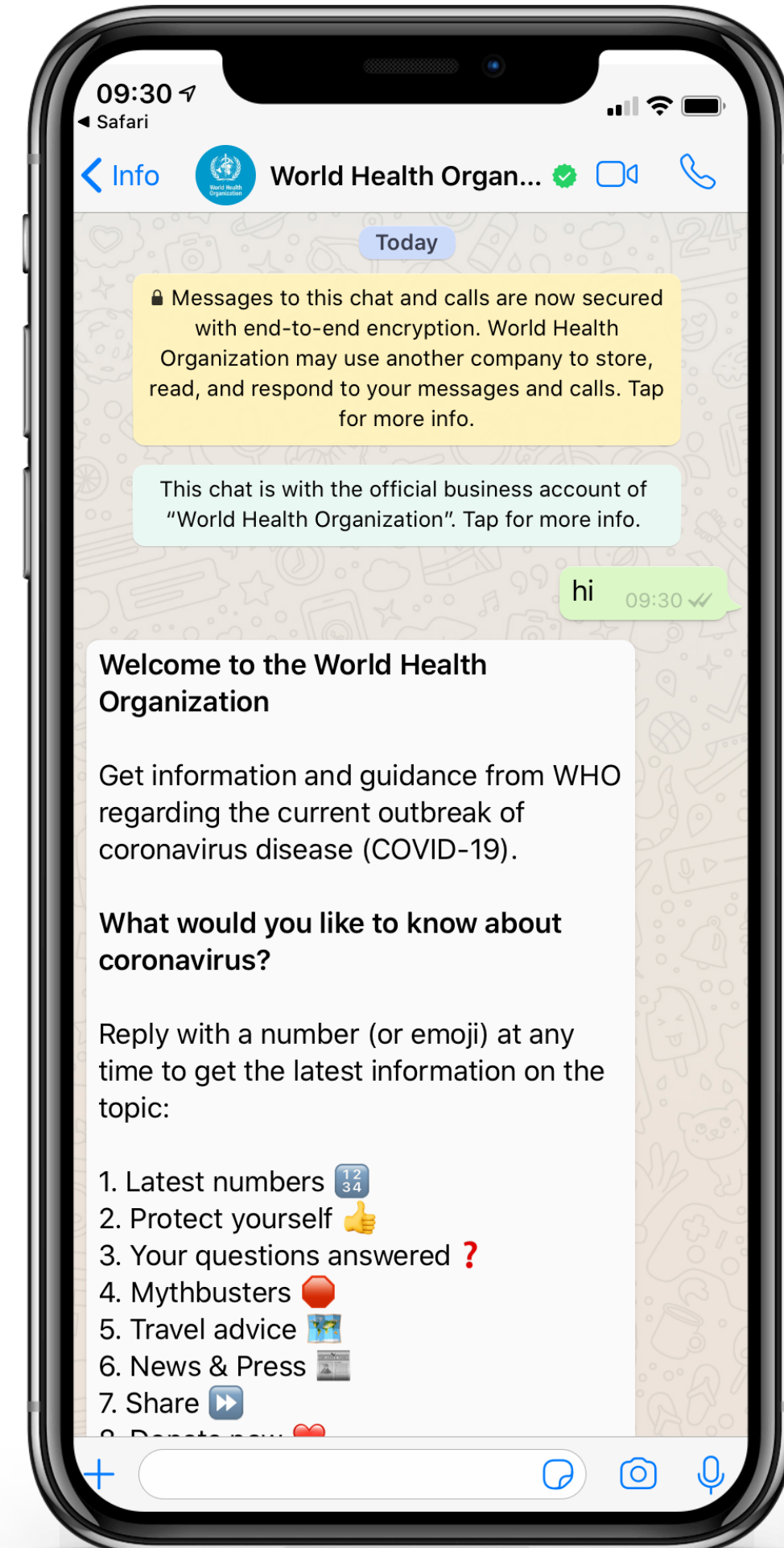
Comfort food for uncomfortable times. Food strengthens Hispanic families' relationships within their community. When faced with the unknown, Hispanics will rally each other to make sure their loved ones are fed and protected.



Hispanics are "opening up their kitchens" to make sure their community isn't hungry and their basic needs are met.

5 Looking for the truth

Hispanics educating their communities on this pandemic. They're looking for reliable sources and finding unique ways to share the information with their community.



Hispanics use WhatsApp more than any ethnic group in the U.S.



Doctors are going live on Facebook to educate on COVID-19.



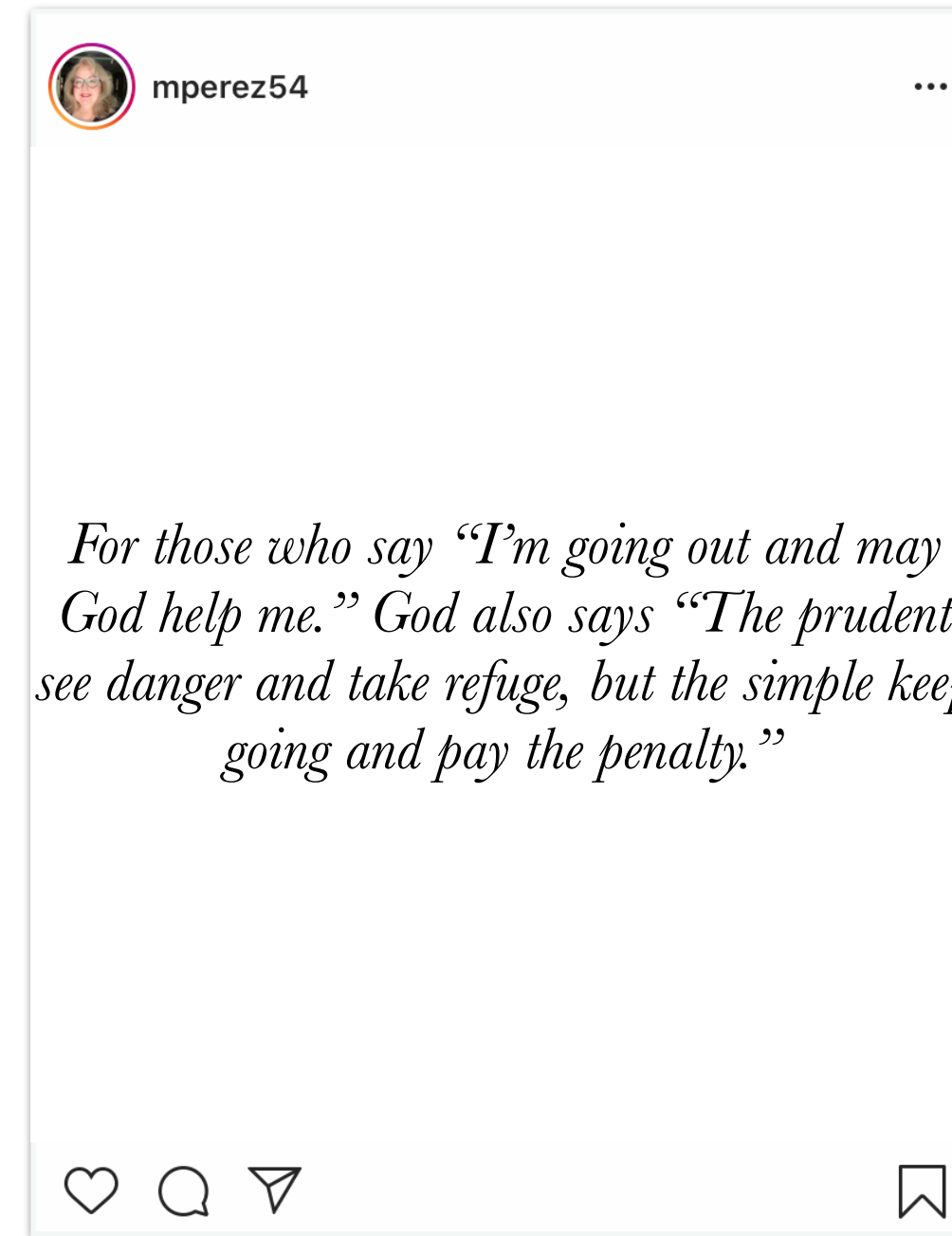
Music is embedded within the Hispanic community. The Coronavirus song is not only informative but viral.

6 Finding comfort in faith

Spirituality among Hispanics is intertwined with cultural values. Their faith is a vital resource for survival.



Hispanics believe that God is actively involved in the world.



They support #flatteningthecurve by associating it with their faith.



Masses are being livestreamed.

Did you know?

Doner.

We owe hand sanitizer to a Latina



Lupe Hernandez, a nurse from Bakersfield , CA, was concerned about the availability of soap and water for medical professionals. She then came up with the idea to carry alcohol in gel form.

Doner.

Hispanics united to take action

Hispanics are disproportionately affected by the negative impact of COVID-19, both at the health and economic levels. In this time of crisis, we need to recognize that we cannot overcome this alone.



Hispanics represent a fundamental part of the American community and they're often not seen, heard or valued. They are 100% Hispanic and simultaneously 100% American.

Doner.

Thank you.

Doner.