# Hispanics and COVID-19

April 2020

Doner.



### 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.



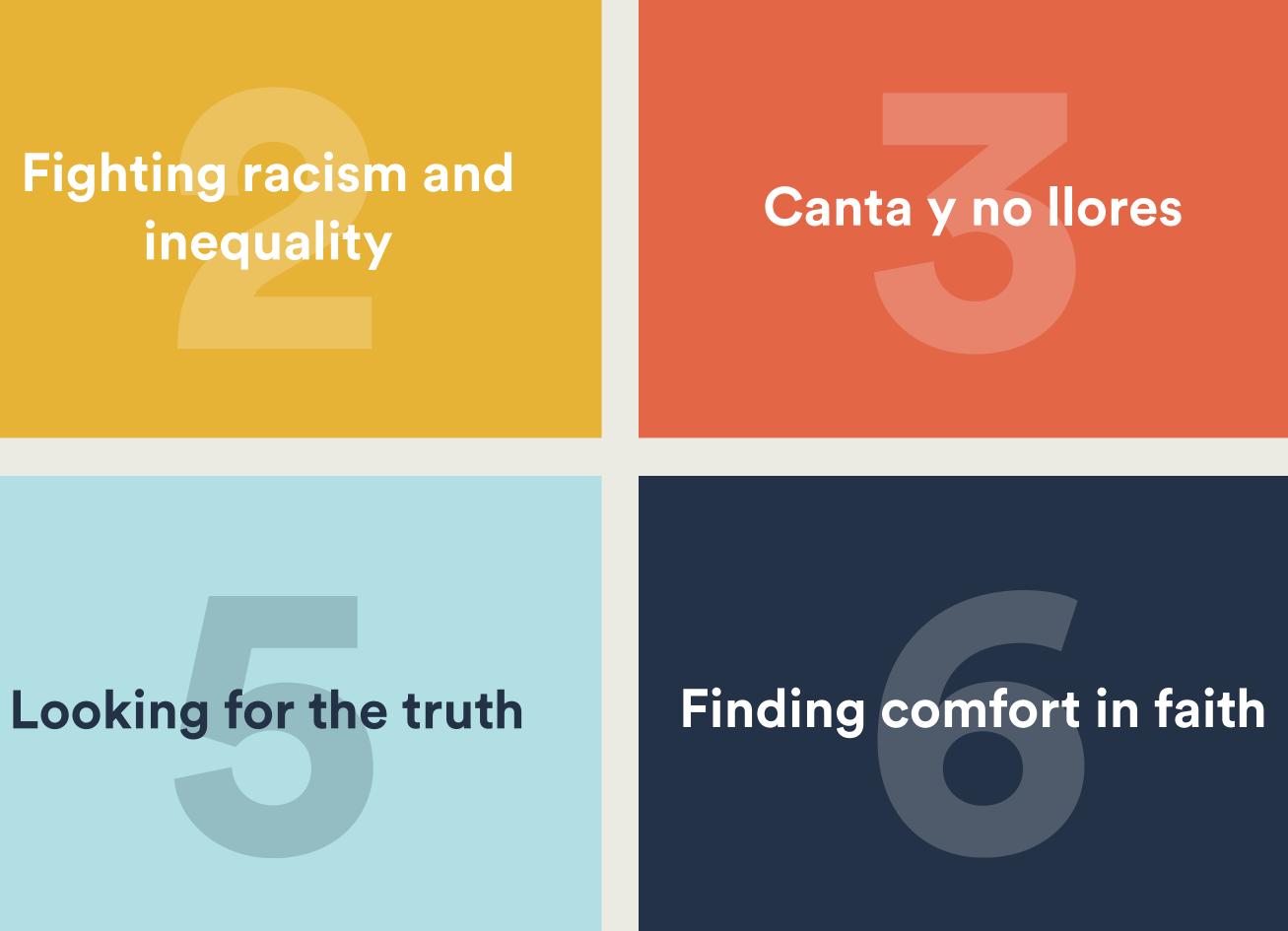




### Worried and "alone"

Las penas con pan son buenas

Doner.



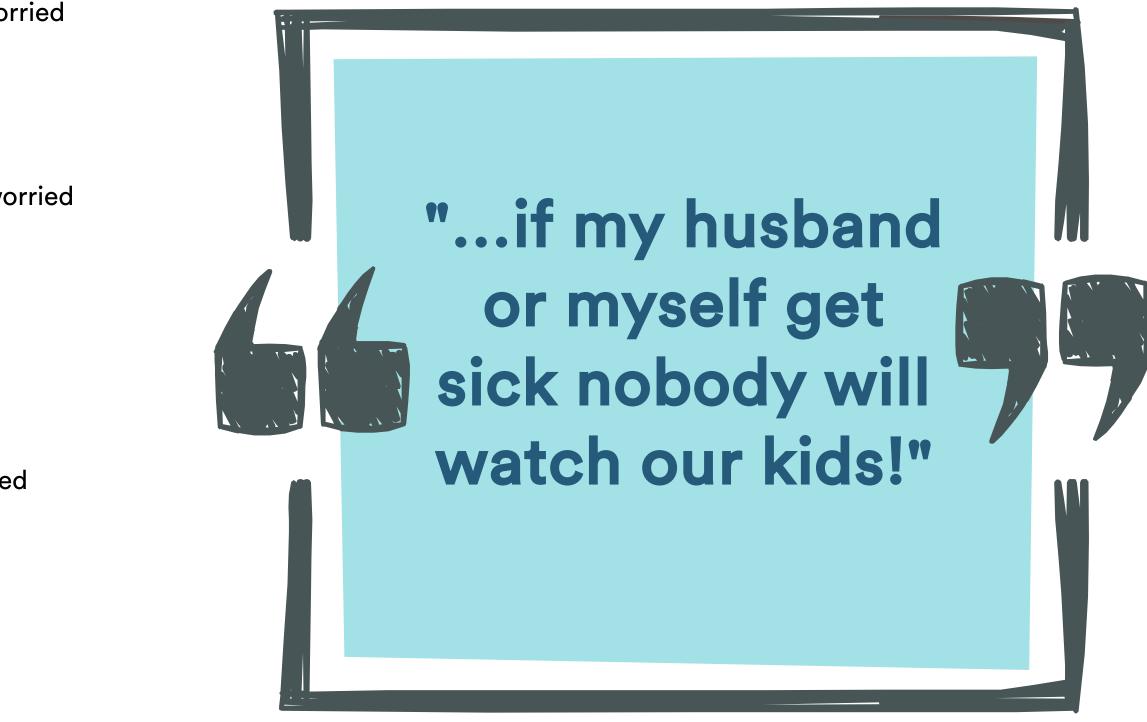
## Worried and "alone"

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

3% Not at all worried 24% Somewhat worried 44% Very worried 29% **Extremely worried** 

April 2020

#### Doner.



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.

# 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.



Maricela Gutiérrez 🥼 @Maricela\_SIREN

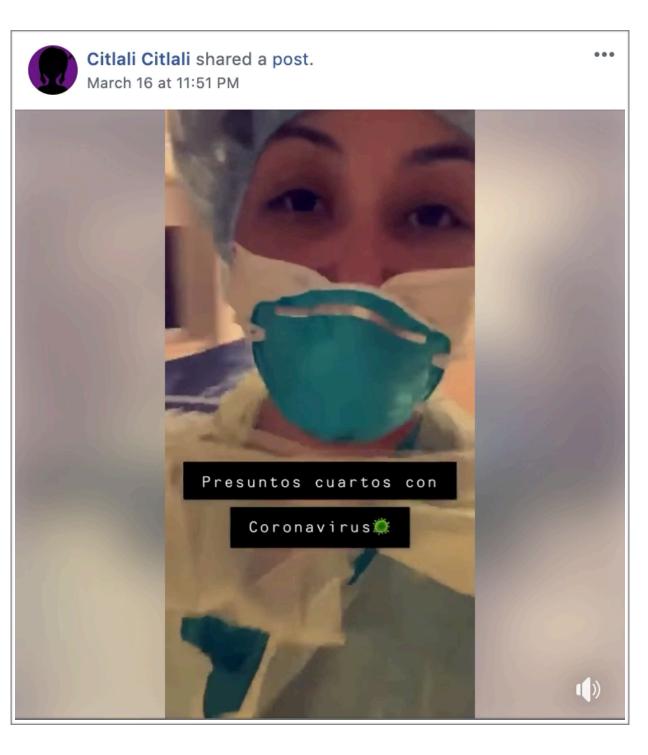
COVID-19 is spreading rapidly around the world, but the world needs to be fed. My dad out in the Central Valley Orange fields early this Sunday AM I, as well as many other farmworkers who can't afford not to work. Thank a farmworker. #theyfeedus #protectfarmworkers #coronavirus



Forgotten field heroes.

#### Doner.





Doing the job nobody wants to do.



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

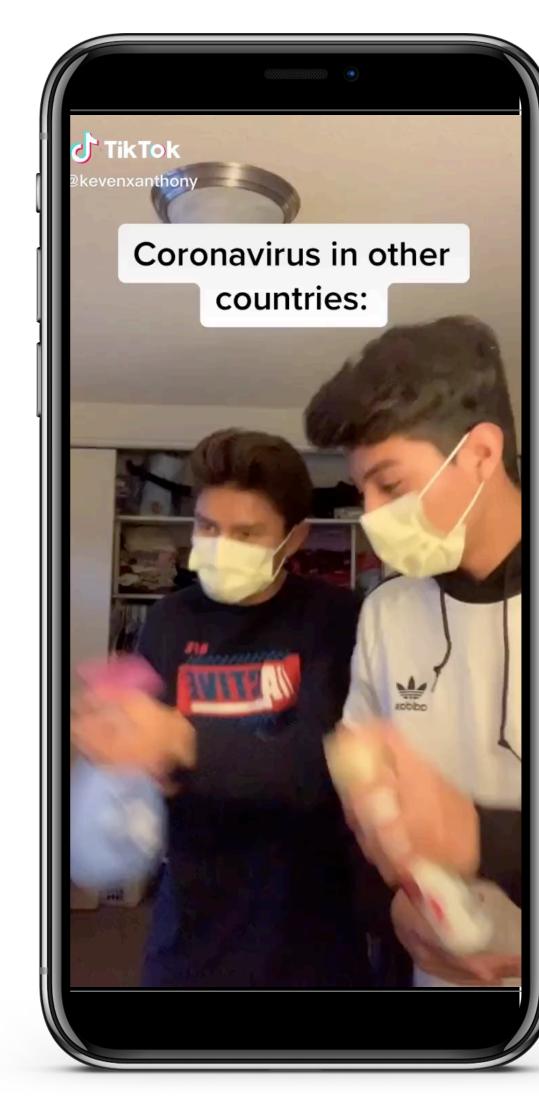


# Canta y no llores

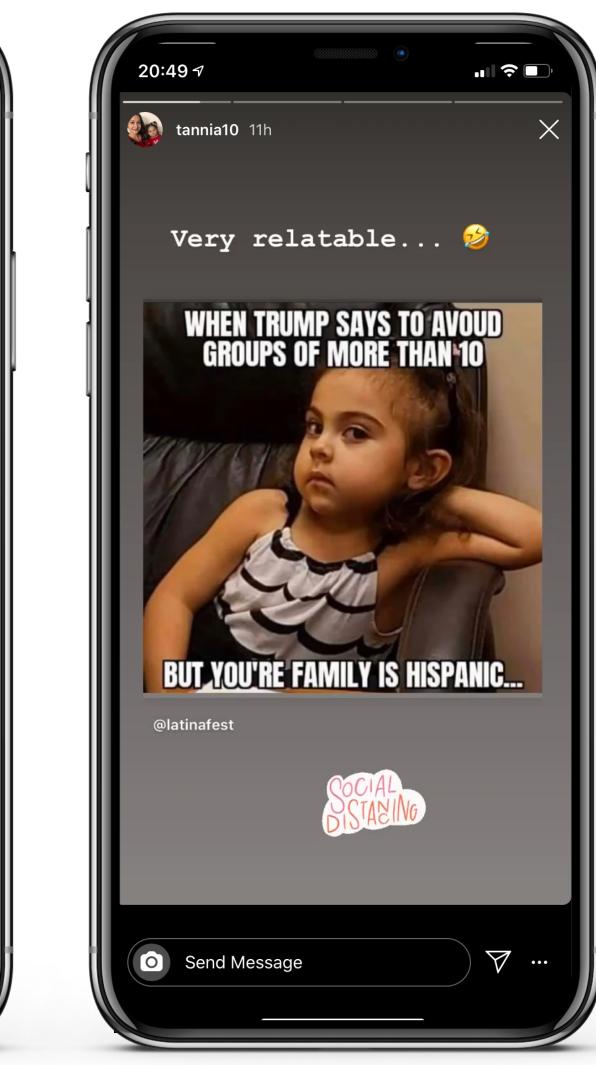
Sing and don't cry. Humor is a fantastic tool for resilience. Hispanics turn to humor in uncertain situations. In a way, it is a response to a sense of hopelessness.

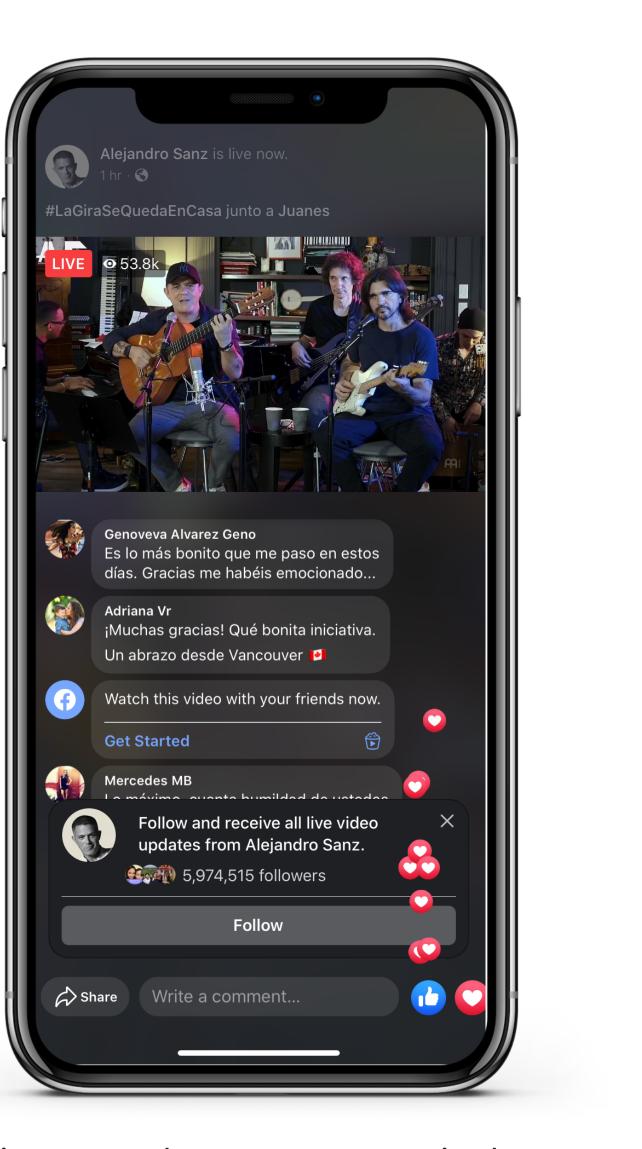


April 2020



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





Livestreamed concerts are organized to encourage people to stay home.

Memes are shared, constantly.



## 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. April 2020

Jessica Gomez ► Exquisitos Antojitos Mexicanos en canton, novi, troy y sus alrededores 29 mins · 🗊

"...I am making tacos for those families who lost their jobs. Take care..."



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

#### Doner.

-	()(fSI	Misso	
1			
	٨.	18	
	H - MA	20-200 5104	

**Guadalupe Garcia** Yesterday at 21:01 · 💽

'If you find yourself with no food at least some soup and beans. Let' and may God protec	s take care of each other
🕂 🗘 Anice Castillo and 387 others	59 Comments
Like	Comment



...

"If you're not working, the government isn't helping and you run out of food please reach out to me and don't go to bed hungry. I was taught two can eat from the same dish. We need to be more grateful and less selfish."

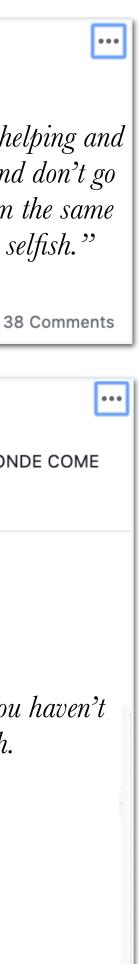
#### 179



Sonia Juarez is in New York, New York. 23 hrs · 🚱

DE UNA MANERA MUY HUMILDE...YO SIEMPRE DIGO DONDE COME UNO COMEN DOS Y DIOS SIEMPRE TE LO MULTIPLICA...COMPROBADO LO TENGO.

"I am the kind of person that believes if you haven't eaten I will give you half my lunch. That's how I was raised."



#### April 2020

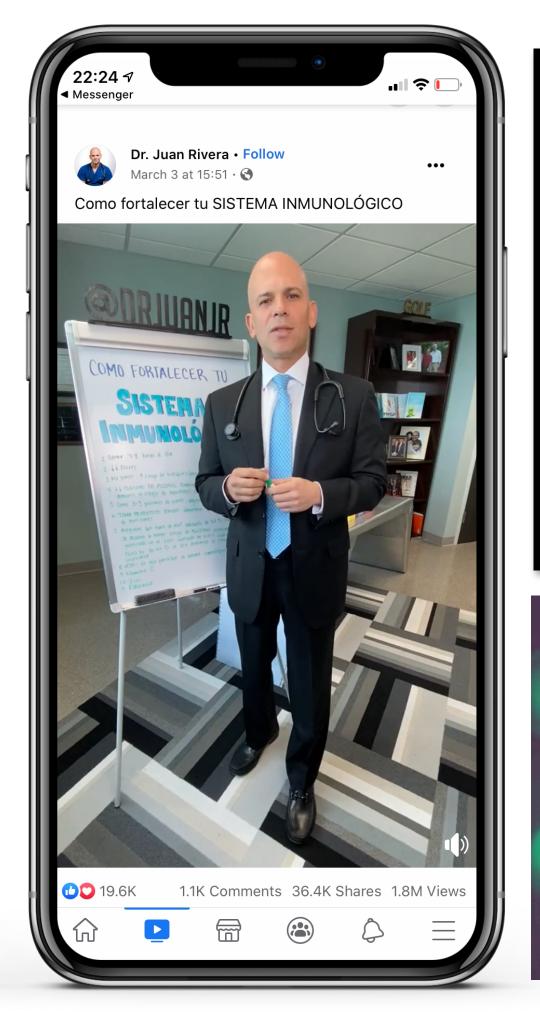
## **Looking for** the truth

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.

#### Doner.





# Spotify VIRAL50 Global

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.





# 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.

#### **Doner.**



mperez54 REAL

 $\bigcirc$   $\bigcirc$   $\checkmark$ 

•••

 $\mathbb{M}$ 

Paty Balderrama shared an event. Sisual Storyteller · Yesterday at 7:20 AM

La Misa de hoy a las 12:00pm

#### FOURTH SUNDAY of LENT MASS STREAMED LIVE with

ARCHBISHOP ALLEN H. VIGNERON



SUN, MAR 22 Sunday Mass Livestream with Archbishop Vigneron

A Shared to MEXICANAS EN MICHIGAN (OFICIAL)

They support #flatteningthecurve by associating it with their faith.

For those who say 'T'm going out and may

God help me." God also says "The prudent

see danger and take refuge, but the simple keep

going and pay the penalty."

Masses are being livestreamed.



# Did you know?





## We owe hand sanitizer to a Latina



Page 11

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 heath and economic levels. In this time of crisis, we need to recognize that we cannot overcome this alone.

#### Doner.



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.





# Thank you.

#### Doner.

