



Power In Knowledge & Action Series

Overview

The devastating impact of COVID-19 on the Colorado Latino community is undeniable. Resolved to be a conduit of information and a catalyst for action, the LLI used the Power in Knowledge & Action series to spotlight immediate and systemic challenges facing the Latino community and open up dialogue around short and long-term leadership.

This series shared the most up to date data and insight about how COVID-19 impacts our health, economy, education, and civic engagement.

National Poll Briefing: Latino Reactions & Impact of COVID-19

In partnership with **SOMOS Healthcare** and **Latino Decisions**

In May 2020, the LLI collaborated with national partners to share the first data report on Latinos and COVID-19. The findings clearly showed the disproportionate economic and health challenges Latinos faced at the beginning of the pandemic. Dr. Gabriel Sanchez shared data from more than 1,200 Latino adult respondents between April 7th - 12th, a poll conducted in both Spanish and English.

"I looked at this very methodically and I said, 'If we're going to make recommendations to the governor to stabilize the economy and then grow the economy, we have to understand the breadth and diversity of the economy.'"

Honorable Federico Peña

Chair of the Colorado Economic Recovery Taskforce



“This is a moment in the life of our community and our nation that requires unity, courage, and unprecedented action. In order to lead ourselves, we need to understand what is happening to us, not just stories, but data and research. By knowing exactly how we are impacted, we can speak truth to power and begin to change the lives of our people.”

Henry R. Muñoz III
Co-Founder | SOMOS

“We are each an important influencer. We all can make a difference on behalf of our communities.”

Katherine Archuleta
Chair | Latino Leadership Institute

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Colorado Latinos & COVID-19

In Partnership with the **Latino Community Foundation of Colorado** and **Latino Decisions**

Our August 2020 collaboration highlighted the importance of both data and context. Community leaders, Veronica Palmer, Co-Founder of RISE Colorado, and Dr. Abigail Lara, Pulmonary Specialist at UHealth, connected data points from Latino Decisions to their experiences working daily in the Colorado Latino community.

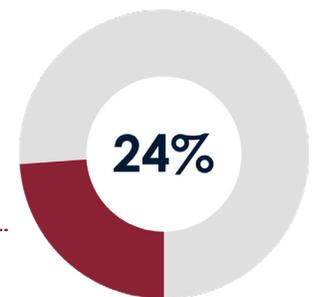
It Is Possible to Decrease the Burden on the Highest at Risk of Contracting COVID-19

Dr. Lara shared three simple actions we can take:

- Effective use of facemasks in public
- Frequent handwashing
- Adhering to physical distance guidelines

“If we decrease the risk of transmission of the disease, we decrease the societal and economic impacts as well.”

Dr. Abigail Lara
Pulmonary Critical Care Physician, UC Health |
Associate Professor, CU School of Medicine



Nearly 1/4 of Latinos in Colorado know someone, or have themselves, become ill due to coronavirus.

Source: SOMOS UNIDOSUS Latino Survey May 10-16, 2020 (Colorado N=239) MoE +/- 6.2%

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An Election Table Discussion

In Partnership with **AT&T** and **Latino Decisions**

In the days leading up to the presidential election, Katherine Archuleta, LLI Board Chair, and Dr. Gabriel Sanchez, Latino Decisions, joined a generationally, professionally, and politically diverse group of Latino leaders around her “virtual” kitchen table. During their candid discussion, they shared their expertise, questions, and insight around COVID-19, the economy, education, voter engagement, and the idea of unity - providing an artifact of the discussions taking place in many homes just before the historic election.

We continued this discussion through storytelling and data sharing on social media. LLI Alums boldly stepped up to contextualize key data with their own experience during these hard months, demonstrating that strong leadership is transparent, vulnerable, and compassionate.

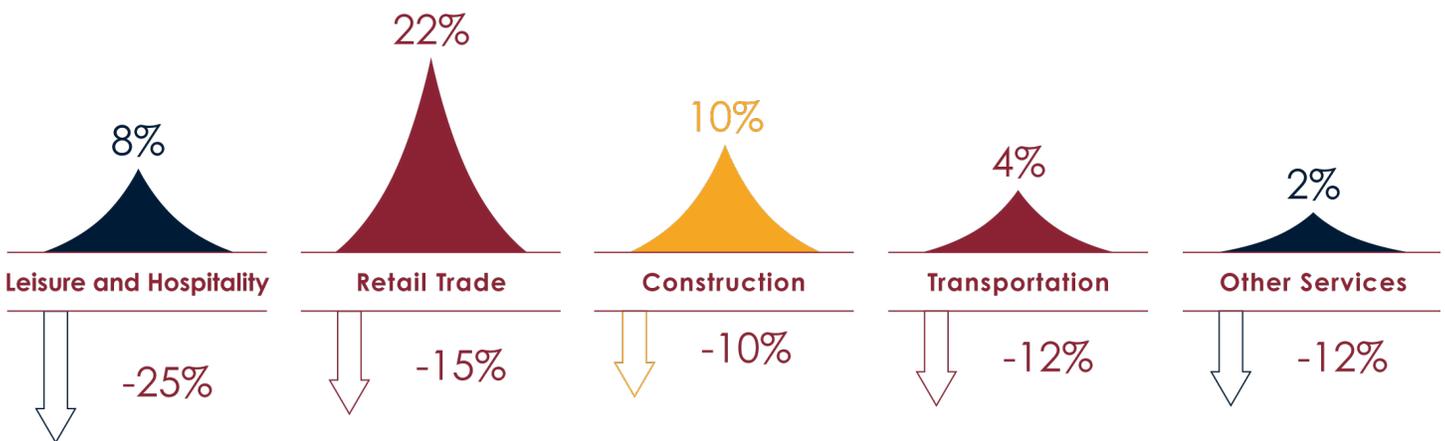
One in five (20%) Latinos have family members outside of the household who have gotten coronavirus.



Source: Latino Decisions | SOMOS UnidosUS National Survey of Latinos August 7-15, 2020 (N=1,842) MoE +/- 2.3%

Latino-owned businesses are disproportionately represented in the five hardest-hit sectors.

Latino Business Ownership, %



Change in real GDP, Q2 2020 vs Q4 2019

Source: McKinsey & Company | US Hispanic and Latino lives and livelihoods in the recovery from COVID-19 | Sept. 2, 2020

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