

# Why Focus on Hispanics/Latinos?

- Account for approximately 15% of U.S. population
- Fastest growing ethnic group
- Account for 22% of HIV/AIDS diagnoses in 2006\*
- Health disparities and barriers to HIV prevention and care:
  - Risk factors vary by country of origin and ancestry
  - High rates of STDs
  - Substance and alcohol abuse
  - Language Barrier
  - High poverty level
  - Educational level below the U.S. national average
  - Migration patterns
  - Limited access to healthcare
  - Immigration status

