

Forum on Financial Experiences of Older Adults

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YANIRA CRUZ: We are experiencing a shift in the demographic, and, you know, with that, of course, we will have to adjust, you know, to that reality in terms of some of the programs that we deliver. Cultural sensitivity, language, and doing outreach in the language, in the culture that is most effective in communicating the specific message I think is, would, will become a stronger and more important point down the road. Traditional communication channels have not reached effectively to this population, and so we need to work with common- with organizations that have a history of working with this population and have shown success in working with this population to be able to leverage those connections and those networks that we were talking about earlier today to get that information out to Hispanics. So I think language is definitely an issue but trust, you know, hearing information from entities and agents that are trusted by the community is also important.