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THE COSSMHO REPORTER

Vol. 23, No. 2
March, 1998 - June, 1998

Inside

Cambios	p. 2
In the News.....	p. 3
COSSMHO Update	p. 8
Legislative Update.....	p. 11
Bulletin Board	p. 14

THE NATIONAL COALITION OF HISPANIC HEALTH & HUMAN SERVICES ORGANIZATIONS

Spanish Language Television Comes of Age

*Univisión Leads English Language Television
in Miami Market*

The recent announcement that a local Univisión affiliate had been rated the most watched television station in Miami was greeted with surprise, shock, and bemusement by the mainstream media (including Univisión's English language network competition).

However, the fact that Spanish language television is now seriously competing in (and sometimes dominating) major media markets comes as no surprise to careful observers of demographics and media.

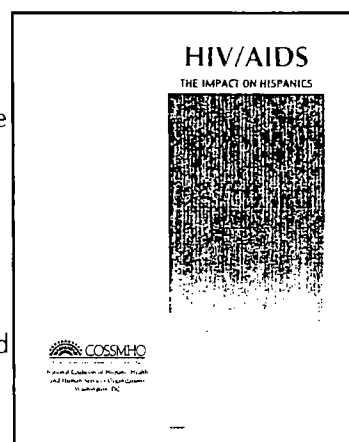
With the growth of cable television and the decline of network ratings, the viewing audience across America has begun to fragment. However, one of the largest and most cohesive segments remaining is the estimated 21 million Americans who primarily speak Spanish at home. Hispanics watch about the same amount of television as other Americans, but they tend to watch most of it on

See Univision, p. 3

Major HIV/AIDS Reports Released

On May 1, 1998 COSSMHO and the Henry J. Kaiser Family Foundation held a joint press conference at the National Press Club in Washington, D.C. to announce the release of *HIV/AIDS: The Impact on Hispanics*, and a Kaiser National Survey of Latinos on HIV/AIDS.

The reports show that Hispanics continue to be disproportionately impacted by the HIV epidemic. While making up 12% of the U.S. population, Hispanics account for 18% of all AIDS cases — up from 15% of new cases in 1995. The reports also show that Hispanics have not benefited as much as the general population from recent declines in AIDS deaths. While mor-



See HIV/AIDS Reports, p. 6

Treaty of Guadalupe Hidalgo Marks 150th Anniversary

Most Americans have never heard of the Treaty of Guadalupe Hidalgo, yet it has had a significant impact on American history. The Treaty was signed on February 2, 1848, more than 150 years ago, to end the U.S.-Mexico War, a war declared by the U.S. Congress on April 23, 1846.

In winning the war, the U.S. gained 50% of Mexican territory including Utah, Nevada, Arizona, Texas, California, and half of Colorado. In exchange for this land, the U.S. paid Mexico \$15 million and pledged to

See Treaty, p. 4

Self-Esteem and Hispanic Girls

COSSMHO Initiates New Program

In the winter of 1997, COSSMHO embarked on a project titled "Building Positive Self-Esteem in Hispanic Girls," conducting a series of focus groups at sites representative of the different Hispanic communities in the United States. The initiative is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA).

The goal of the focus groups was to identify and assess the psycho-social issues facing Hispanic girls ages nine to fourteen which may lead them to engage in health risk behaviors, and to make recommendations on how to

See Self-Esteem, p. 8

SPECIAL CENTER INSERT:
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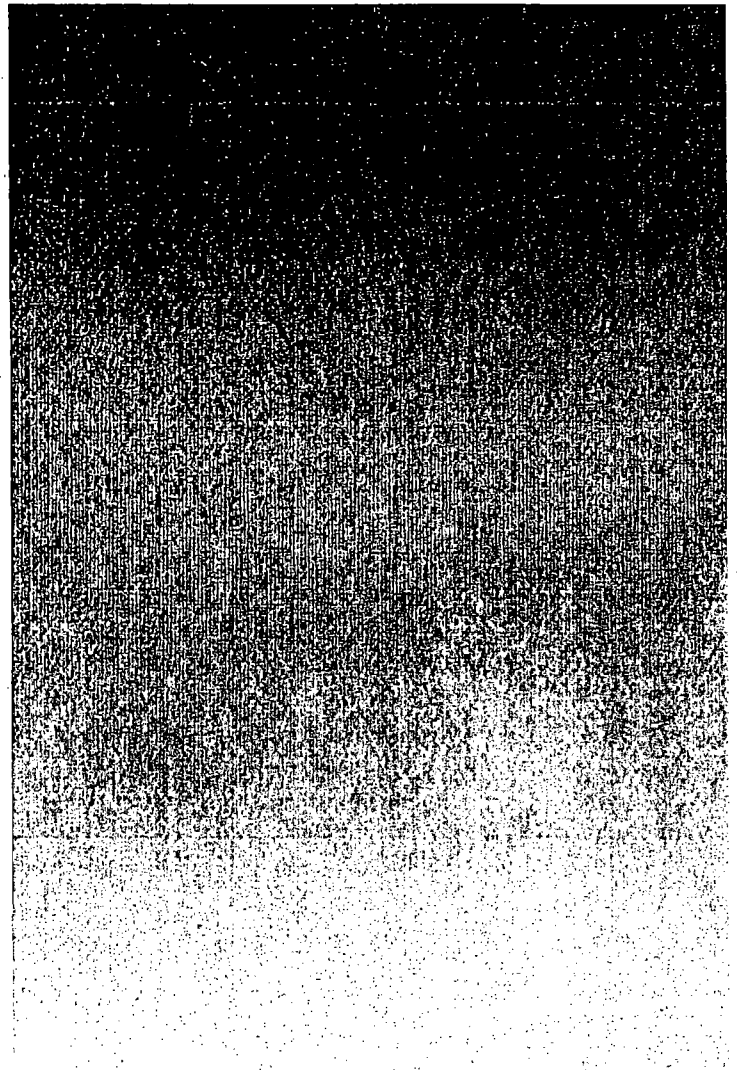
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HIV/AIDS

THE IMPACT ON HISPANICS



COSSMHO

25 Years of Connecting Communities & Creating Change

National Coalition of Hispanic Health
and Human Services Organizations
Washington, DC

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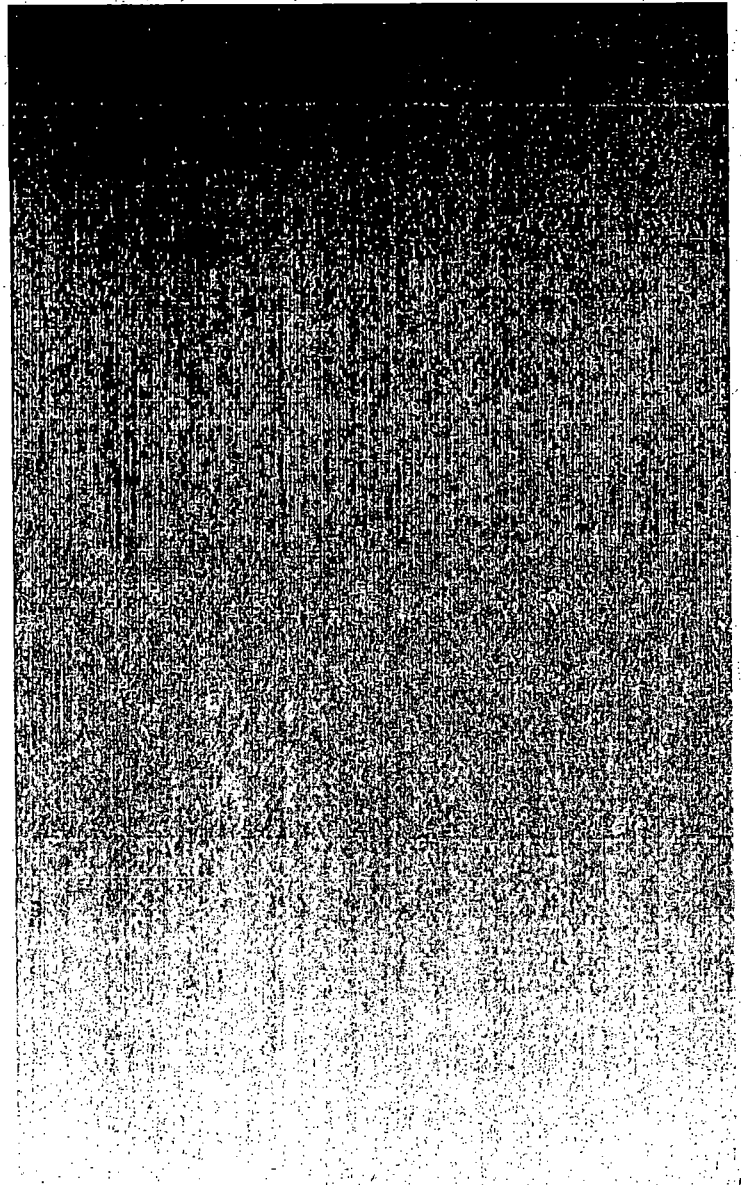
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