

HISPANIC PEOPLES OF NORTH AMERICA

CULTURE CATALOG

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SPECIAL POINTS OF INTEREST:

- Hispanics represent more than 14% of the U.S. population.
- Over 400 Southern Baptist Hispanic churches are due to start in 2004.
- The U.S. Hispanic population is expected to grow to 60 million by 2020.

DO YOU SEE THE HISPANICS AMONG US?

Hispanics are the largest and fastest growing minority in the United States. The 2000 Census estimated 35 million Hispanics in the U.S. representing 14% of the U.S. population and coming from over 20 countries. Current research estimates that over 37 million Hispanics now live in the U.S. and almost 1 million in Canada. It is projected that Hispanics in the U.S. will number 60 million by 2020 and 160 million by 2080.

The explosive growth of Hispanics is increasingly exerting significant influence on the cultural and spiritual health of North America. As a result, Southern Baptists have an enormous opportunity and responsibility to evangelize unreached Hispanics.

Nearly 300 Southern Baptist Hispanic churches were started in 2003 and over 400 are pro-

jected for 2004. The most recent Annual Church Profile data shows that Southern Baptist Hispanic churches number almost 3000 with a membership of nearly 130,000. (The ACP does not number Hispanics attending non-Hispanic SBC churches.) This amounts to less than 1% of the estimated 38 million Hispanics living in NA. These statistics point out the need for Southern Baptists to discover ways to more effectively plant churches among the Hispanic community.

Church planting is about relationships with people and their relationship with Christ. This edition of Culture Catalog focuses on putting a face on lostness among Hispanics by looking at Hispanic diversity, culture and worldview, and discussing some key elements related to church planting and strategy development. Such

Jesus was moved with compassion when He saw the weary and scattered multitudes around Him.

Matthew 9:36

issues are foundational for gaining a relational understanding of Hispanics and for starting contextual, reproducing Hispanic churches. The articles in this Culture Catalog are intended to serve only as an introduction. Further study and participation among Hispanics in the context of church planting will be needed to see Hispanics as God sees them.

Matthew 9:36 records that *Jesus was moved with compassion when He saw the weary and scattered multitudes around Him*. He saw them because He was with them. Do you see with compassion the Hispanics near you? What is God calling you to do?

HISPANIC DIVERSITY

The diversity of Hispanics in North America can be hidden by the terms **Hispanic** and **Latino**. **Hispanic** is commonly used to refer to a Spanish-speaking people or culture. But in reality it includes a historical legacy from the conquering Spaniards to the Native Americans, as well as Africans, Europeans, and in some cases, even Asians. **La-**

tino refers more exclusively to persons or communities of Latin American origin. The terms **Hispanic** and **Latino** are used by non-Hispanics interchangeably to refer to all Hispanic people groups and population segments. This is similar to the way the term, "Anglo," is used to refer to all of the various Caucasian people groups

and population segments in North America.

For the purposes of church planting, it is best to recognize the distinctions in these terms and determine what name each people group or population segment uses for their self-identity. For example, some Hispanics from Mexico prefer

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WORLDVIEW AND CULTURE AMONG HISPANICS

Worldview is the overall perspective from which an individual or group sees and interprets the world. Culture is an expression of a group's worldview, yet culture and worldview are constantly influencing each other as each adapts to societal changes. Religion strongly shapes worldview and culture. Church planters who understand the religious aspects of the group's worldview and the expression of these beliefs within the group's culture can more effectively communicate the gospel.

Catholicism has greatly influenced the worldview and culture of many Hispanics. 70% of Hispanics consider themselves Catholic, 23% consider themselves Protestant and 7% self-identify as having no religious preference or of another world religion. Because of the intermingling of various types of Catholicism, many Hispanics view God as severe, authoritative, distant and unapproachable. Such a view has led to a dependence upon mediators for relating to God. The preferred mediator is the Virgin Mary. Hispanics assume an afterlife, but certainty about eternal destiny is possible only after one has died.

The strength of Catholicism with many Hispanics comes from the seamless integration of Catholic beliefs with the daily life in Hispanic culture. Religious beliefs may mean little to a person, but when among family and society, religious beliefs and forms are observed because it is cultural. People may baptize their children, present their children for confirmation, have first communion and attend church for funerals and weddings to conform with traditional expectations rather than from real convictions. For these, the idea of belonging to a church only means that they have been present at some type of traditional religious event.

Hispanics may also express a fatalistic outlook on life, "whatever will be, will be." Luck will smile on some according to forces that no one has control over. Living for the moment becomes priority. A combination of idealism and cynicism result. Since all laws are impossible to keep, then all laws are made to be broken. It can be said that Hispanics live between the unreachable ideals of society and the pragmatic pressures of everyday life to bend or break those ideals.

Hispanic culture emphasizes relationships more than time and tasks. Hispanics are therefore very sociable and personable. Touching and embracing are natural expressions for relating to friends and family. Life is lived in the now, so time never sets the agenda for one's life. Being on time is good, but not primary.

The family is the primary focus. *La Familia* includes parents and children as well as the extended family. The father is the authority of the home and the mother is responsible for the home. To say anything against the mother or even the rest of the family can be the cause of resentment and friction that is not easily forgiven. Families are close-knit. Reliance upon family relationships for the overall well being of the family is a central part of Hispanic life.

Since Hispanics are people-centered, confrontations that hurt the dignity of others are avoided. One's honor is very important. Loyalty to one another is also a high priority in relationships: loyalty to family, loyalty to friends, loyalty to one's work and boss, and loyalty to one's religion. Loyalty is expected even to the point of sacrificing other personal values, such as honesty and faithfulness. Great frustrations exist when loyalties are in conflict.

Hispanics are a proud people and have a strong work ethic. Many put in long hours of labor in order to provide for the family. Hispanics are so proud of their heritage that they are ashamed to borrow from strangers and will go hungry rather than beg.

HISPANIC DIVERSITY

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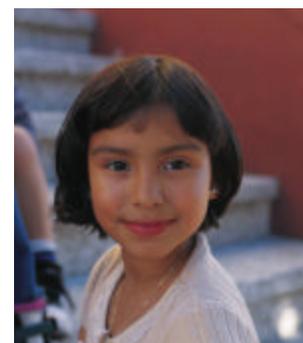
the term, "Mexican" but others choose "Mexican-American." Some use "Chicanos," to gain a more unique socio-political identity. Similar diversity of self-identity will be found among other Hispanic peoples.

To begin identifying which

Hispanic nationalities live in your zip code you can find information from the U.S. Census. Follow these steps: 1) go to www.factfinder.census.gov, 2) click on "Data Sets" in the left menu buttons, 3) scroll down to Census 2000 Summary File 1 (SF 1) and highlight the circle, 4) on the menu bar to the right, click on "enter

a table number," 5) enter PCT11 for "Hispanic or Latino," 6) in the "select a geography type" box click on 5 digit zip code, 7) select your 3 digit zip code tabulation, 8) highlight the zip code(s) you wish to study, 9) click on the add button, 10) click on "show result," 11) download or print data.

Because the Hispanic population is so diverse, there is no single church planting method that can reach all Hispanic peoples.



National Origin	Population	Percent
Total	35,305,818	100.0%
Mexican	20,640,711	58.5%
Puerto Rican	3,406,178	9.6%
Cuban	1,241,685	3.5%
Dominican (Dominican Republic)	764,945	2.2%
Central American (excludes Mexican)	1,686,937	4.8%
Costa Rican	68,588	0.2
Guatemalan	372,487	1.1
Honduran	217,569	0.6
Nicaraguan	177,684	0.5
Panamanian	91,723	0.3
Salvadoran	655,165	1.9
Other Central American	103,721	0.3
South American	1,353,562	3.8%
Argentinean	100,864	0.3
Bolivian	42,068	0.1
Chilean	68,849	0.2
Colombian	470,684	1.3
Ecuadorian	260,559	0.7
Paraguayan	8,769	1
Peruvian	233,926	0.7
Uruguayan	18,804	0.1
Venezuelan	91,507	0.3
Other South American	57,532	0.2
All other Hispanic or Latino	6,211,800	17.6%

NOTE: Hispanics may be of any race.

¹ Less than 0.1%

SOURCE: U.S. Census Bureau, Census 2000.

BUILDING A COMPREHENSIVE STRATEGY

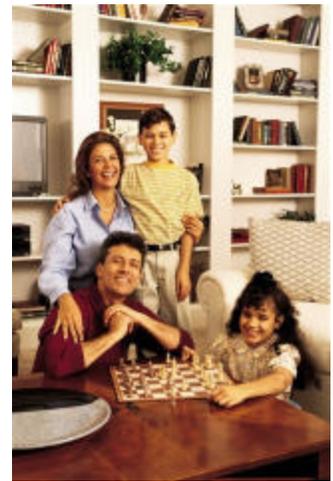
Are the unreached Hispanics in your area of responsibility a strategic priority? Do you have a comprehensive church planting strategy for all Hispanics in your area? A comprehensive church planting strategy for Hispanics is a faith-driven plan for applying sound missiology to reach every Hispanic people group or population segment in a given area. Its purpose is to facilitate rapid church multiplication in every unreached or under-reached people.

Because Hispanics in North America are so culturally diverse, Hispanic as well as non-Hispanic church planters will often face cross-cultural church planting issues when starting new Hispanic churches. Factors such as language preference, levels of assimilation and acculturation, generation type, worldview, social structures, etc. contribute to the cultural diversity of Hispanics and must be in focus throughout the strategy development process. Conventions, associations, and church planting missionaries will therefore need to include multiple church planting methods in their strategy.

If your church planting responsibilities are for an area consisting of various Hispanic peoples, design a comprehensive strategy that takes into account every unreached Hispanic people group or segment. Look at the following elements during the **early stages of your strategy development**: 1) **Identification** – identify every unreached Hispanic people group or population segment in the area. (The Probe 2 is a tool that can assist you in such identification – you can find it at www.churchplantingvillage.net.) 2) **Prayer** – organize ongoing prayer for each Hispanic people group or population segment. 3) **Vision** –

discern God's agenda for all the unreached Hispanics in your area. 4) **Relationships** – build genuine relationships with Hispanic church and church planting leaders in your area. 5) **Partnership** – invite both Hispanic and non-Hispanic local churches to participate in starting new Hispanic churches in your area. 6) **Calling** – enlist and equip God-called lay and professional church planters.

Later stages of your strategy development focus on individual church planters and their methods for reaching each people group or population segment. The goal is starting contextual, reproducing churches for each identified group. Some issues each church planter and his methodology must address include: 1) **Language** – using the preferred language (Spanish, English, bilingual) for the unreached group. 2) **Worldview and Culture** – respecting and learning through participation the values, beliefs, customs and social structures of the unreached group. 3) **Learning Styles** – learning to communicate the gospel and mentor new leaders in ways that fit the learning and decision-making style of the unreached Hispanic group. 4) **Holistic Evangelism** – explaining and demonstrating the meaning of the gospel in the context of real life problems. 5) **Relationships** – living out the life of Christ in genuine, caring friendships. 6) **Spiritual Warfare** – praying without ceasing for and with unreached Hispanics. 7) **Family** – focusing evangelism efforts on the entire family rather than on random individuals. 8) **Persons of Peace** – discovering people whom God has prepared for spreading the gospel among a specific group.



A comprehensive church planting strategy for Hispanics is a faith-driven plan for applying sound missiology to facilitate rapid church multiplication in every unreached or under-reached Hispanic people group or population segment in a given area.

ACCULTURATED, ASSIMILATED AND ISOLATED HISPANICS

Second-generation and beyond Hispanics present different challenges to church planters than do first generation Hispanics. Acculturation and assimilation factors help distinguish between 1st generation and 2nd, 3rd, and 4th generation Hispanics and contribute toward discovering effective church planting methods for them.

Acculturation is the process of learning the appropriate behavior of the dominate culture. The focus of acculturation is on learning enough in order to effectively live within the new culture. Assimilation is more complete and focuses on taking on the lifestyle of

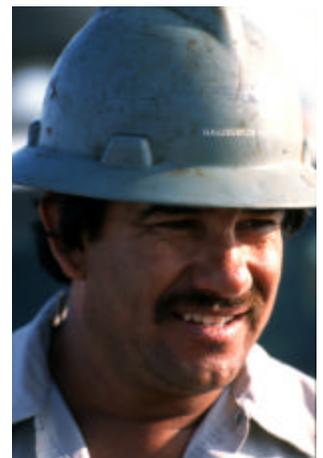
the new culture. Current research shows that Hispanics tend to acculturate more than assimilate. They tend to hold on to their cultural distinctives while developing skills for living in the dominate culture. **A 2003 study by VNU Spectra shows that 59% of Hispanics are acculturated (bicultural) and 13% are assimilated. The remaining 28% are isolated or monocultural.**

The VNU Spectra study defines **acculturated** as a U.S. born or long-term resident, who self-identifies as "Hispanic-American or Latino," has a strong attachment to Hispanic tradition, and speaks both Spanish and English or

mostly English. **Assimilated** refers to a fourth generation or beyond person, who self-identifies as "American of Hispanic or Latino heritage" and whose language preference is English. **Isolated** refers to persons who see themselves as completely Hispanic, with minimal contact with or interest in mainstream U.S. culture and consists primarily of new immigrants or older first generation Hispanics.

Both external and internal factors influence Hispanic acculturation and assimilation. **External factors** include: 1) size of Hispanic Community – high

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HISPANIC SEGMENTS

	ISOLATED	ACCULTURATED	ASSIMILATED
Demographic			
Household income	\$20,500	\$36,100	\$37,000
Household size	3.9 people	3.6 people	3.1 people
Time in the U.S.	Primarily first generation	U.S.-born or long-term resident	Fourth generation and beyond
Neighborhood	Inner city; heavy ethnic minority concentration	Mostly suburban; multi-ethnic neighborhoods	Suburbs; mostly Anglo
Sociological			
Self-identification	Latin American	Hispanic American or Latino	American of Hispanic heritage
Values	Fully Hispanic	Strong attachment to Hispanic tradition	Fully Anglo
Language preference	Spanish	Spanish or English	English
Use Spanish in conversation w/friends/families	Always	Mostly	Seldom
Consume media in Spanish	Always	Seldom	Hardly ever

Source: McKinsey Quarterly analysis, 1998, based on Yankelovich Partners, SRC, and American Demographics.

ACCULTURATED, ASSIMILATED AND ISOLATED

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Hispanic density inhibits acculturation and assimilation, 2) place of work – Hispanics working in the dominant culture more quickly adapt and assimilate into the host culture, 3) attitude of community – does the community accept or reject Hispanics? 4) age – children/adolescents adapt more quickly.

Internal factors include: 1) psychological characteristics, 2) educational level, 3) economic status, 4) presence or absence of personal or family networks, 5) social customs, 6) immigration reasons.

Retro-Acculturation is another significant issue for understanding a particular group of Hispanics for the purpose of church planting. Retro-acculturation is a relatively recent issue identified among many Hispanics. It refers to the conscious search for ethnic identity or roots by second,

third, and fourth generation Hispanic-Americans who have lost most of their cultural traits, including fluency in their ancestors' language. These individuals tend to be assimilated into the American mainstream culture yet desire to enjoy and recover the culture of their parents and grandparents. These Hispanics want to learn Spanish, have their children learn Spanish and appreciate the values, music, arts, foods, etc. of Hispanic culture.

An effective church planter will want to identify the predominate assimilation pattern current among his church planting focus group (see the chart above.) Acculturated, assimilated, retro-acculturing and isolated Hispanics all have unique identities that affect church planting methodology as well as the form of the church to be planted.

The quantitative data in the chart above, based on demo-

graphic and sociological criteria, is valuable for the initial determination of church planting methods and church forms among Hispanics. However, the information in the chart does not help the church planter understand the worldview of the Hispanic group. Such understanding, which is essential for communicating the gospel in contextualized forms and meanings, comes through genuine relationships with the unreached group.

Communicating the gospel, discipling new believers, mentoring indigenous leadership, grounding the new church in the faith and missional growth of the new church occurs best when contextualized church planting approaches based on a knowledge of the people group or population segment's worldview are used. Probe 2 and worldview survey material can assist in this type of research (find it at www.churchplantingvillage.net.)



NORTH AMERICAN MISSION BOARD, SBC
NAMB

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Additional information may also be obtained online by visiting the Church Planting Village website at www.churchplantingvillage.net.

Getting on God's Agenda

? *Pray for Harvesters* – "The harvest is plentiful but the laborers are few; therefore beseech the Lord of the harvest to send out laborers into His harvest." (Luke 10:2) Ask God to raise up catalytic people to plant the gospel among every unreached segment of Hispanics.

? *Enter Open Doors* - Many church planting opportunities through servant evangelism type ministries exist among Hispanics today. These opportunities are similar to Paul's "great and effective doors for the Word." (1 Cor 16:9, Col 4:3)

? *Befriend Persons of Peace* - The person of peace concept is based on Luke 10:5-9. Like Cornelius in Acts 10 a person of peace is receptive to the gospel, possesses a reputation to gain attention for the gospel message among family and community and effectively refers the bearers of good news to that larger group.