How to Connect with la Gente Latin@

Cultural Competency Summit XX
Workshop Session 3, 1:15-2:45 p.m.
March 16, 2017
Presented by
Wanda Tapia
Emilia Carbajal
Presenter Introductions

- Wanda Tapia, Executive Director Latino Service Providers
- Emilia Carbajal, Workforce Development Specialist, Latino Service Providers
- Briana Fernandez, Program Coordinator, Core Programs, Latino Service Providers
...its after lunch!!! and now for some MADLIB
Presentation Goals

- Review the founding of this grassroots organization
- Discuss Latino Service Providers’ history
- Review the progression of the development of Latino service providers (LSP)
- Provide an overview of activities
Overview of Latino Service Providers (LSP)

- History of Latino Service Providers
- Partner Activities with the Sonoma County Behavioral Health Division
- LSP Programs and Outreach
- Measurements/Survey – What our members are saying?
History of Our Journey

- A Vision of hope
- A need in our community was identified
- Latino Service Providers, a grass root organization is born
  - Our service begins
  - Building a collaboration to connect people is set into motion
  - Funding made a difference for LSP
- Champions with a common purpose
  - Algeo Casul
  - Linda Garcia
  - Pat Novella
Latino Service Providers Today
Community Engagement • Capacity Building • Collaboration

- A recognized 501(c) 3 non-profit organization
- Serving Sonoma County residents
- Consist of 1,400 members and growing
- Building strong partnerships & developing new opportunities for Latin@s
- Leveraging resources to build capacity in our county
- Maximizing connections between residents & organizations
- Building a bi-cultural & bi-lingual mental health workforce
- One-stop informational provider for Latin@ resources
- Mi Futuro symposium
LSP Making a Difference

Our organization seeks to empower Latino people by sharing community resources to help strengthen individuals, families, friends, neighbors and other loved ones in everyday life.
The Community We Serve
Sonoma County

- Sonoma County total population- 495,078 (est.) [1]
  - Total Latin@ population in Sonoma County 25.8% [1]
    - Mexican 109,203 (22.1%) [1]
    - Puerto Rican (.4%), Cuban (.1%), Other Hispanic or Latin@ (3.2%) [1]
  - 42% of Latin@s are foreign-born & 58% are native born [2]
  - Increase need in services—such as: Mental Health
  - Increase in need for bilingual/bicultural professionals to serve this population
- 23.5 Million Latin@s in U.S. Workforce in 2014 (16.1%)[3]
  - Latin@s in the workforce will compose 18.8% [5]

Latino Service Providers serving our Latin@ population & workforce

Partnerships and Collaboration with Sonoma County Behavioral Health

- Partnership between Behavioral Health & Latino Service Providers
- Goal to increase diverse mental health providers
- Bilingual & Bicultural mental health providers needed in our community
- Development through training, resources, symposium and website
- Development of community outreach & engagement efforts
- Collaborative & planning meetings to better serve Sonoma County
How do we Connect with our Latin@ Community?

- Creating platforms to communicate resources in the form of programs
- Understand our community & what works
- Bi-weekly bicultural E-newsletter: ¿Qué Pasa?
- Monthly Partnership Meetings: LSP Monthly Meetings
Program: ¿Qué Pasa? E-newsletter

- **Overview & purpose**
  - Connect people with programs & resources in Sonoma County
  - Multicultural as the Latin@ identity is more complex than just ‘bicultural’.

- **Publication content**
  - Information about programs & resources that benefit the community.
  - Art & Musical events, ESL classes, grants, scholarships, support groups, job opportunities, & more.

- **How this E-newsletter is developed**

- **Strategies to capture community input**
  - Member driven. We depend on members and our own staff keeping LSP ‘in the know’.

- **Distribution methods & how to sign-up**
  - Electronically to your inbox

- **Our community goal & growing resource**

- **Statistics making an impact**
  - We began with 450 individuals in 2010 and are 1,448 members strong.
  - 2015: 102 E-newsletters to 1,083 members= 11,466 impressions.
Connecting with la Genta Latin@
Lessons Learned

- **Success:** 1,043 members by end of 2016
- **Challenge:** Community awareness grew slowly, even after 27 years of service.
- **Overcoming challenges:**
  - Internal review of our outreach services
  - Incorporate new methods & strategies based on community input through use of creative ideas
Goals to Connect with La Gente Latin@

- **Goal #1: Community Engagement**
  - Pláticas (conversation) with our community members. The importance of getting to know on an individual basis and gather input
  - It’s not about “you” it’s about “we”. The importance of equality and dignity

- **Goal #2: Capacity Building**
  - Increasing our **fluent** bilingual (English/Spanish) staff capacity for effective programs

- **Goal #3: Location**
  - Visible and accessible platforms for outreach. The grassroots approach (tabling, LSP staff as ambassadors)
Program: LSP Monthly Meetings

- **Overview & purpose**
  - A secondary platform to connect agency representatives, community members with other organizations that help the community
  - Fee & held once per month.

- **What happens at the LSP Monthly Meeting?**
  - Host organization highlights program services to guests
  - Connect → partner → collaborate → impact community

- **Our community goal & growing resource**

- **Statistics making an impact**
Connecting with la Genta Latin@
Lessons Learned

- **Success:**
  - 11 meetings per year, average 20-25 guests per meeting

- **Challenges:** Awareness to the Spanish speaking community is still growing, meetings only in English

- **Overcoming challenges:**
  - Obtaining resource materials in Spanish and sharing through other platforms
  - Increasing our *fluent* bilingual (English/Spanish) staff capacity for effective programs
Latino Service Providers Grows

- Grant funded by Sonoma County Behavioral Health Department, **Workforce Development Program (WFD)**
- Annual Career symposium- Mi Futuro
- Career Program
- Youth program: Art & Writing Showcase
Workforce Development Program

- **Overview and purpose:** The seed is planted
  - Making a change in our workforce efforts
  - Building our future professionals

- The local impact—making a difference

- What services we offer through our program

- **Learned lessons:**
  - Successes
  - Challenges
  - Overcoming challenges
  - On-going services
Workforce Development Program: Mi Futuro Symposium

- OSHPD Grant-expanded other opportunities, structure based on research workforce development needs, leveraged local support in healthcare (St. Josephs, Sutter, Kaiser, City of Santa Rosa Choice & CIG)

- Collaborative Partnerships-CIBHS, SRJC, Each Mind Matters MH Movement, Sonoma County Behavioral Health

- Culturally Relevant Leadership

- Pipeline- Latino Health Forum, Summer Health Careers Institute & Health Careers Academy fed into MF, started at 160, now at 300+, expanded BH careers

- Age- entry level, need for income at early adulthood, career ladder begins in teen years
Youth Programs

- **Art & Writing Showcase (2016-present):** Promote emotional well-being with Latin@ youth through artistic expression.
  - Ages 8-18

- **Submit a Project (2017-present):** Recognize students who voluntary and seek to make a positive impact in the community.
  - Up to $250 in funding for your project. Inspire others to grow the community.
  - A fellow grass roots organization recognizing and helping a grassroots project.

- **Student of the Quarter (2017-present):** Recognize those students who might not be top-ranked in their class, but whose passion and altruism positively impacts helping their school or community through community service.
  - 10th & 11th grade students
Youth Art & Writing Contest Winner

Our August winner was a young 12 year old student who submitted a beautiful painting titled “Shades of Mystery”
Connecting with la Genta Latin@
Lessons Learned

**Success:** We kick started the Art & Writing Showcase in Summer 2016 and received submissions.

**Challenge:** They were very few and far in between. We also needed to reach Latin@ youth

**Overcoming challenges:**

- Internal review of our program promotion
Community Engagement

- The World of Social Media:

- LSP take on Social Media:

  Our approach:
  - We learned to focus on 1-2 platforms where we felt comfortable reaching and engaging with people.
  - So, we focused on two platforms, Facebook & Instagram.
    - Latino Service Providers Page
    - @Latinoserviceproviders

FOLLOW US!
Facebook

- **LSP Purpose**
- **Our audience**
- **What do we post**
  - 80/20 rule and content we share with our community
- **How often do we post?** 3-4 times per week or more
- **Why?**
  - To support community engagement with our followers
  - Community awareness, interest in community involvement and support

By March 2015 we reached 541 Likes & as of today we have 990 Likes. That is an 83% increase!

FOLLOW US!
Connecting with la Genta Latin@ Lessons Learned

- **Success:** Memberships increased reaching both monolingual English and bilingual English/Spanish speakers

- **Challenge:** How do we engage online Spanish-speaking community we tend to talk to in person?

- **Overcoming challenges:**
  - It is still a work in progress, we want to encourage our Spanish-speaking community to join Facebook or social media.
  - Develop bilingual announcements, utilize content from the E-newsletters to share on Facebook posts and to find relevant content already in Spanish to share.

- **Long term vision:** Develop a bilingual Facebook page and bilingual staff to administer our social media.
Purpose- To have our community to know & learn about our organization, share events and other happenings in our community. This is the place where people get to see the journey of LSP working within our community.

Who is our audience? Youth, young adults, other organizations.

What do we post? Videos, pictures, community activities, events and much more! This is the place where the vision of LSP can be seen & followed.

Our followers are growing....As of today we have made 80 posts and have 57 followers.

Follow us!
Instagram Posts

Some of the many captured moments
Connecting with la Genta Latin@
Lessons Learned

► **Success:** In one year we increased from about 7 followers to 57.

► **Challenge:** How do you successfully engage followers when your staff is limited?

► **Overcoming challenges:** Social media platforms, if used right can brand your organization and create a reputation that travels online to offline and vice versa. You need to keep your members engaged and that requires posting....often.

► **Overcoming challenges:** How do you know if you're reaching people? Analytics
The Practice of Self-Care

- Practicing self-care when you have corazón, pasión, y visión (love, compassion, vision)
- What is self-care
  - Connects staff to purpose
  - Best practice by staff: mindfulness
- Examples
Impacting Our Community Services

- E-Newsletter
- Monthly Partner meetings
- Latino Workforce Development for mental health providers
  - Bi-lingual
  - Bi-cultural
- Website & resources
- Community outreach
- Social Media
- Conferences
- Symposium
LSP Website Project

1. ESL Class List
2. Translator/Interpreter List
3. Mental Health Service Directory
4. HEAL Resource Guide
5. About Us
6. Community Engagement Form
7. La Casa (Home Page)
8. Monthly Meetings Calendar
9. ¿Qué Pasa? (announcements)
Assessing Our Results
Evaluation

Surveyed individuals indicated:

► **73.6% Strongly agree** and **25.3% Agree** that LSP is a **useful program**

► **65%** said LSP **increased their knowledge of mental health services**

► **100%** the **LSP Newsletter** is the **most used resource**, and **every person** who filled the survey, found it **useful**

► **100%** of the Agency Representatives and **99%** of the Community members who attended the Monthly Meetings, find the **meetings useful**.
  
  ► **On average, there are 20-25 attendees per meeting**

► Over **70%** of them, **found the monthly host videos “useful”**

► **60% Agree** and **30% Strongly agree** the LSP website is **useful** and brings relevant community information. A total of **78%** of the Agency Representatives and **65%** of the Community Members responded to this survey.
¡Adelante! Moving Forward

- Youth Programs
- California Reducing Disparities Project (OHE)
- Increase community outreach
  - We will promote the videos through the website and Facebook this year
  - Social media
    - Facebook
    - Instagram
- Capacity Building—growing
  - Latin@ professionals
  - Connecting our community to local services
  - Increase members in our network
Community Engagement

Getting Involved

► Become a member
► Receive our newsletter & share with your network
► Post your resources on our website
  ► Job announcements
  ► Program information
► Refer community residents to our website or organization
► Host a monthly meeting
► Join our social media platforms (Facebook & Instagram)
► Share our workforce program with residents
► Join us at the Mi Futuro Symposium
► Volunteer with our organization (We need you!)
► Donate! We need community support to keep building bridges for Latin@s in our community
Building our capacity

Lessons learned

- Limited staff & operational funds
- Funders do not allow for staffing costs
- Professional Development needs
- Helping retain staff
- Internal capacity
- Aligning self-care in an environment that is ever-changing
- Limited funding to expand services
- Institutional Culture
- Cost to run a non-profit
- Administration oversight & operational compliance
- Juggling the day operations & innovate program services
- Changing landscape (funders, board of directors, mission drift)
Our Commitment to Serve

Connecting Latin@s in our community is our commitment and we can only do it with YOUR SUPPORT & PARTNERSHIP

Gracias

Questions & Answers
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