



Poder Comunitario:

*Engaging and Empowering Families
through Leadership Development*

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State English Learners Alliance Conference

Presentation Overview

- Introduction
 - Historical Perspective
- Leadership Development Trainings
 - Participants
 - Description of trainings
- Evaluation Results
 - Participant Demographics
 - Interview Results
- Key Points
- Discussion/Questions

Introduction: Historical Perspective

- Las Comidas Latinas – Cultural and Language Specific Nutrition Education
- Benton County Health Department – Voceros de Salud
- Casa Latino Unidos de Benton – Organización de Latinas Unidas (OLU)
- Greater Albany Public Schools Welcome Center –
ALPAC (Albany Latino Parent Advisory Council)

Leadership Development Trainings

Building leadership skills, self-efficacy, and confidence of existing and emerging Latino community leaders to play a larger role in representing the needs, experiences, and strengths of Latino families is critical to ensuring health equity for all of our region's residents.

What is Equity?

Equality



Equity



Initial Participant Demographics

| | |
|----------------------------|-------------------------|
| N=34 | |
| Gender | 97% female |
| Age (average) | 33.37 years old |
| Years in the U.S (average) | 10.30 years |
| Country of Origin | Mexico |
| Education | 81% high school or less |
| Average number of children | 2 children in school |
| Acculturation | 100% less acculturated |

Unfair Treatment & Discrimination

| | |
|--|--|
| N=34 | |
| Reaction to Unfair Treatment | 72% Engage 28% Passive |
| Discrimination | 68% Yes 32% No |
| Primary Reason for Discrimination | 74% Race 26% age, education, other |
| Areas of Discrimination <ul style="list-style-type: none"> • School • Employment • Work • Housing • Medical Assistance • Store / restaurant • Seeking Credit • Public Places • Police | 31% No discrimination 41% 1 Area 7% 2 Areas 10% 3 Areas 10% 5 Areas Most Common: Housing 1-9 scale |

Resource Knowledge & Access

| | |
|---|---|
| N=34 | |
| Health Information | 25% No place 6% Private Clinic 59% Public Health Department 6% Hospital 3% Other |
| Resource Knowledge (1-6 scale) <ul style="list-style-type: none"> • Pregnancy • Domestic violence • Alcohol abuse • Drug abuse • Access Health Insurance • Mental Health | 0-3% Areas 1-21% Areas 2-28% Areas 3-24% Areas 4-3% Areas 5-6% Areas 6-14% Areas |
| Civic Participation <ul style="list-style-type: none"> • Writing a letter • Starting a service • Participate in rally • Filing a complaint/boycotting • Attend a public meeting • Cleaning project • Participate in educational system | 0-54% participation 1-20% area of participation 2-13% area of participation 3-6% area of participation 4-6% area of participation |

Leadership Development Trainings

Year 2011-12

(funding: OSU PHHS)

- Physical Activity and Nutrition classes
- CAUSA – Oregon’s Immigrant Rights Organization
- Educa e Inspira
- Public Health 101: SEM, Advocacy, Popular Education, Asset Mapping

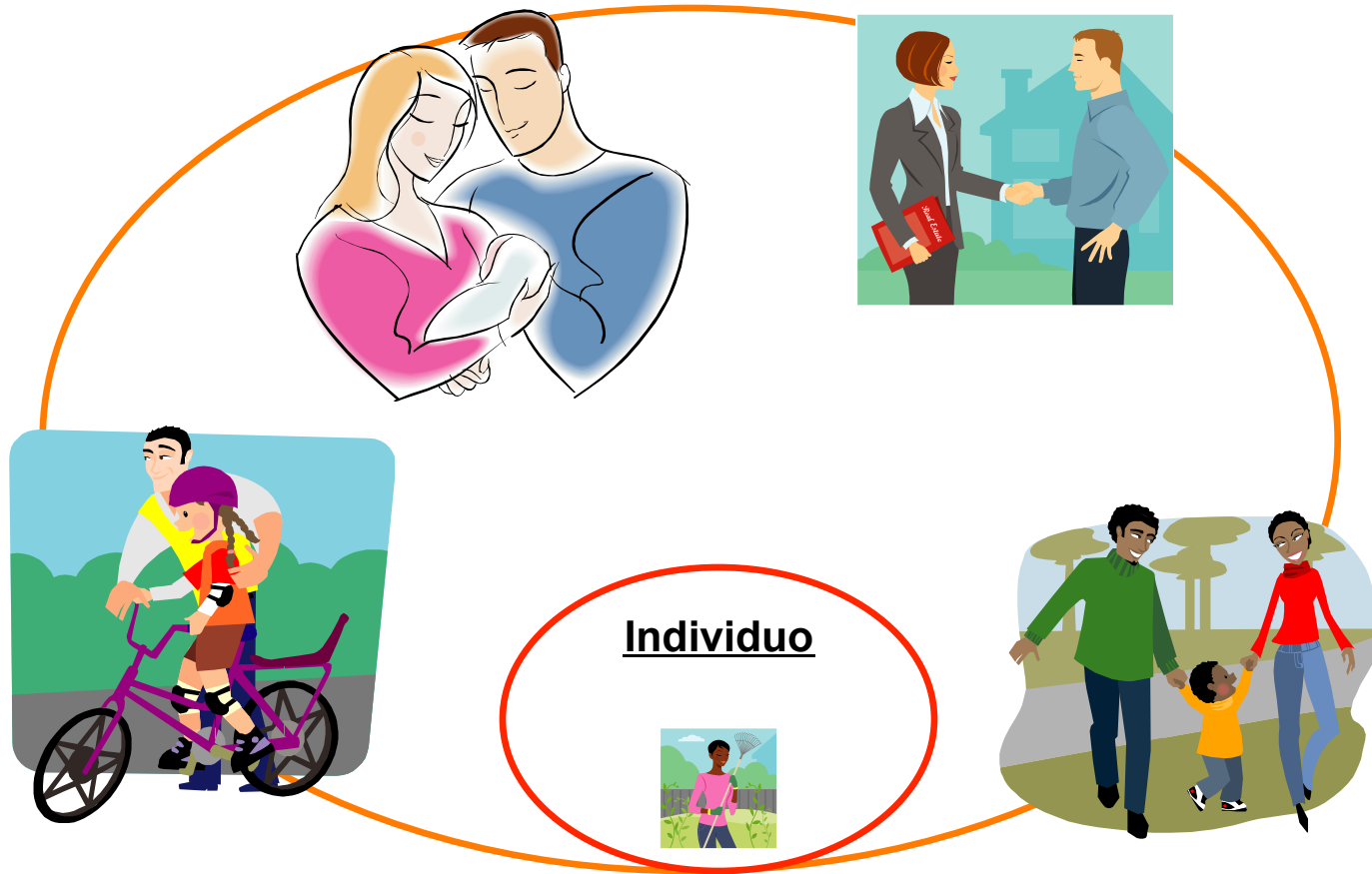


Estructura del mundo social Socio-ecological model



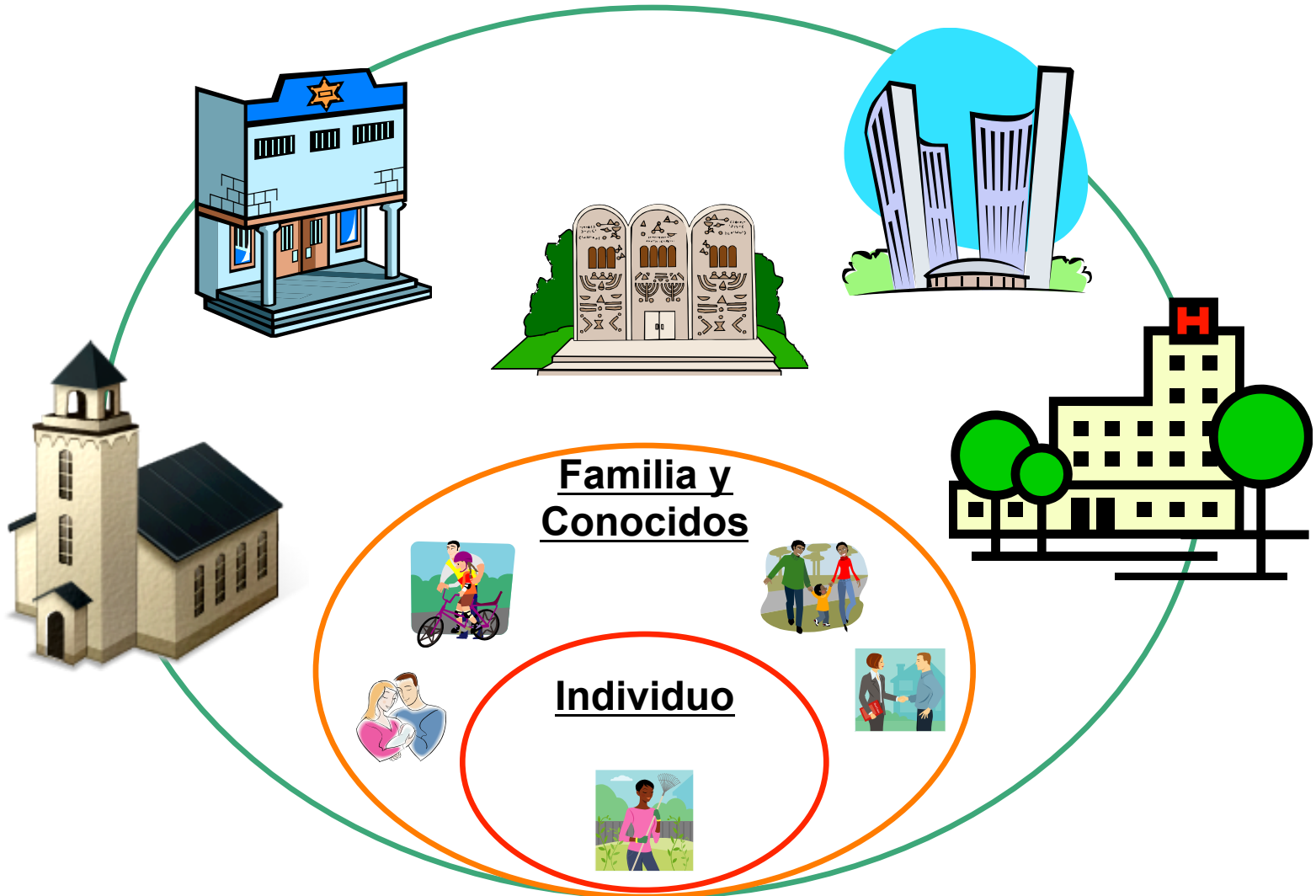
Individuo/Individual

Estructura del mundo social



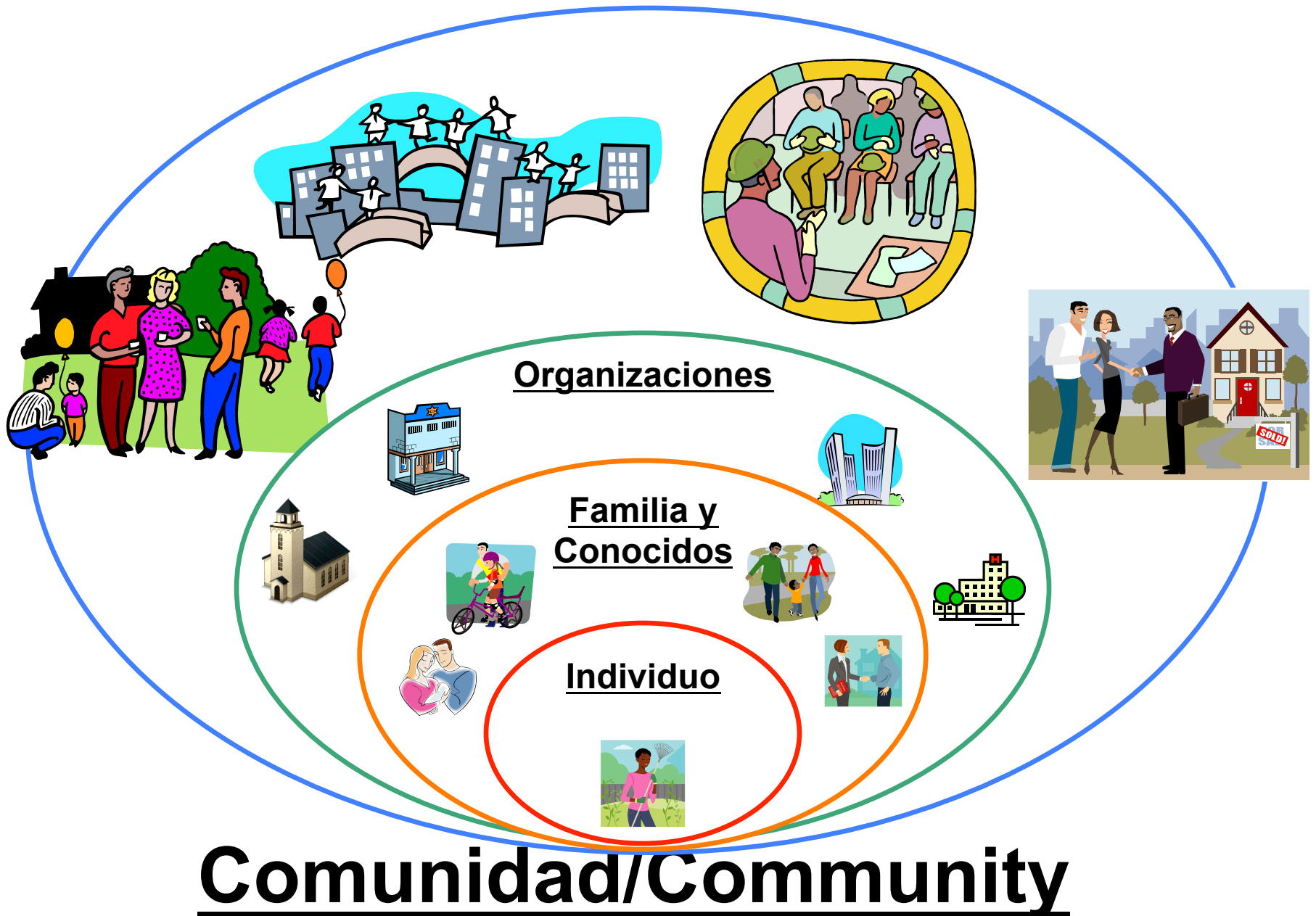
Familia y Conocidos / Family and social networks

Estructura del mundo social



Organizaciones/Organizations

Estructura del mundo social



Estructura del mundo social

Política



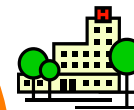
Comunidad



Organizaciones



Familia y
Conocidos



Individuo



Política/Policy

Política

La comida escolar no da comida latina con
verduras



Comunidad

No hay un mercado en mi comunidad



Organizaciones

No hay verduras
en "Food Bank"



Familia y Conocidos

Mi familia no les gusta comer
verduras



Individuo

No me gusta
comer verduras



Estructura del
mundo social

Ramona y sus amigos



Ramona y sus amigos



Ramona y sus amigos



We need policy,
environmental
and systems
change!

¡Necesitamos
cambios en el
sistema, el ambiente
y las políticas!

Ramona y sus amigos



Ramona y sus amigos

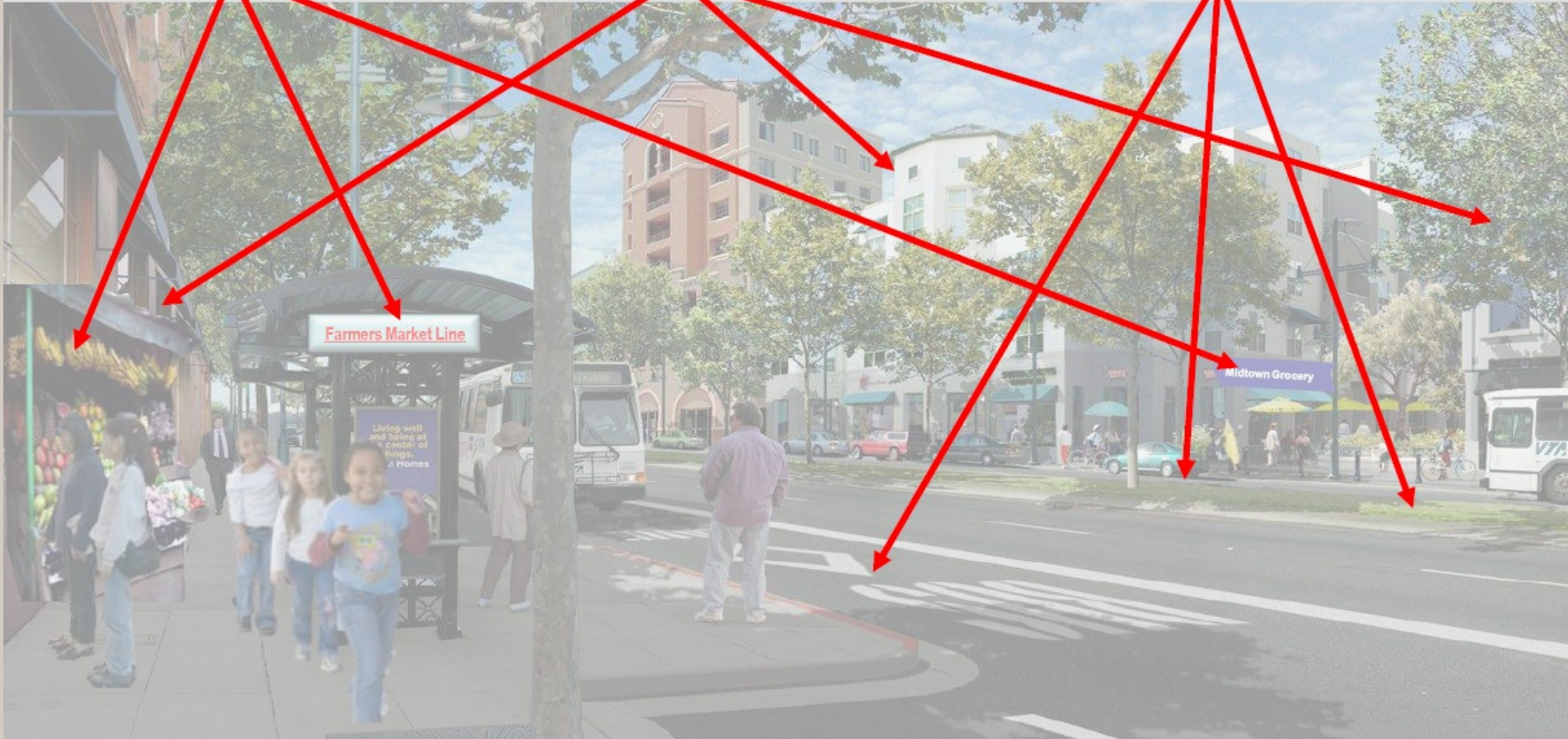


Policy Behind the Environment

Healthy Community Zoning

Comprehensive Plan

Complete Streets Ordinance



Public transit bike rack

Business incentives

Advertising ban

Lighting

Fines for littering

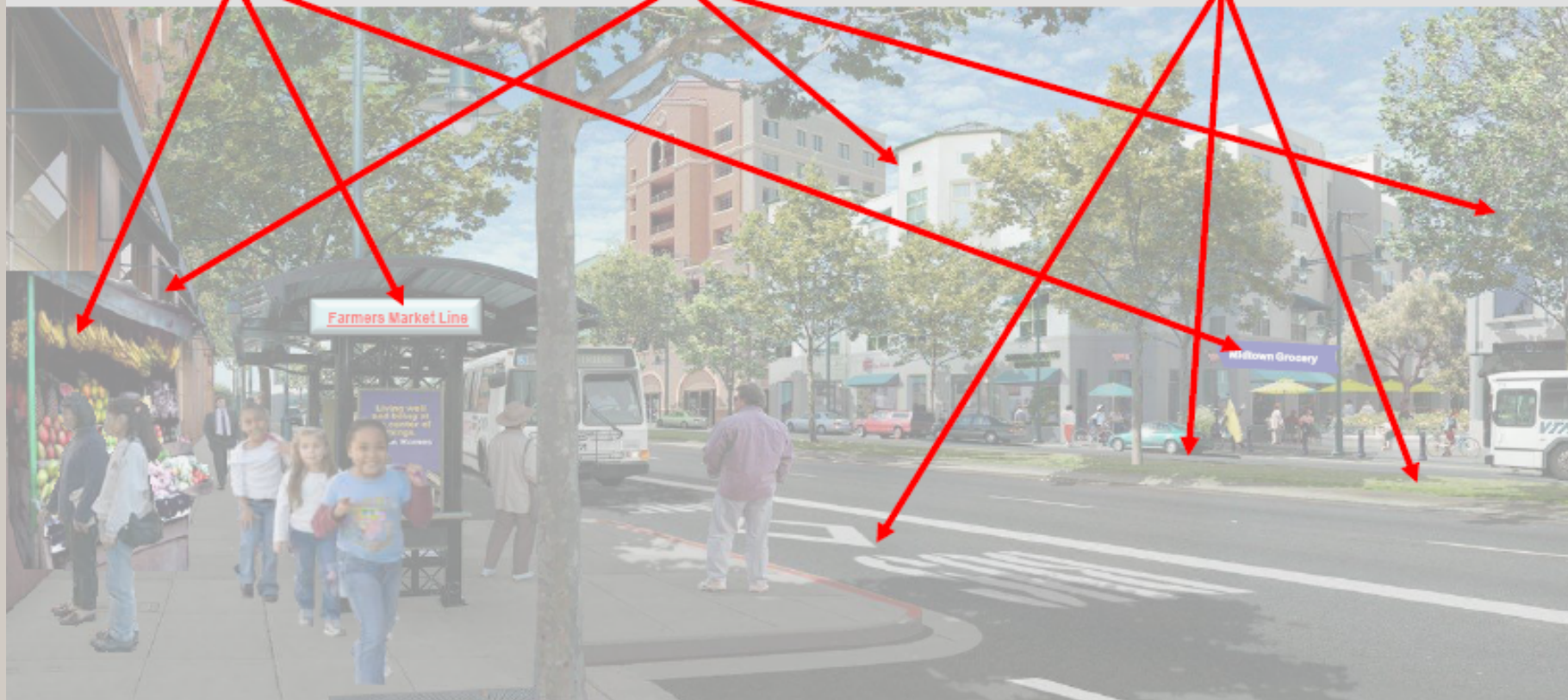
Business improvement district

La política detrás del medio ambiente

Zonas saludables en la comunidad

Plan integral

Señalización completa de las calles



Rejilla para bicicletas en transportes públicos

Incentivos para las empresas

Prohibición de la publicidad

Iluminación

Multas por tirar basura

Distrito de mejora de negocios

Leadership Development Trainings

Year 2012-13

(funding Health Equity, NWHF)

- Familias Activas
- Summer Family Zumba Classes
- Educa e Inspira
- Community Organizing – Research Project
- OACE Conference



HEAL MAPPS™ Program

Healthy Eating Active Living:
Mapping Attributes using Participatory Photographic Surveys

Phase 1: Create outreach plan

COMMUNITY
ENGAGED
ACTION
RESEARCH

Phase 2: Learn the
tools

COMMUNITY
PARTICIPATORY
PHOTO
MAPPING

Phase 5: Develop strategies

MAPPS™
RESULTS
CONSENSUS
REPORT

COMMUNITY
READINESS
CONVERSATION

Phase 4: Converse
in community

FOCUSED
GROUP
DECISION-MAKING

Phase 3: Discuss in groups



Oregon State
UNIVERSITY

What helps and hinders . . . Familias Activas

Healthy Eating

Physical Activity

Helps

- Access to affordable fresh foods
- Food assistance programs such as Women Infants and Children (WIC)
- Access to traditional foods and markets

- Playgrounds with equipment for varying ages
- Playgrounds with walking paths around them
- Affordable options (Zumba \$3/class)

Hinders

- Too many unhealthy food options
- Lack of information in Spanish
- Lack of affordable fresh high quality foods
- Lack of confidence in school food
- Lack of public transportation

- Poor infrastructure for navigating environment: lack of walking paths, broken and missing sidewalks, poor lighting, and secondary smoke
- Rainy and dark winters
- Unsafe and unhealthy living environments
- Lack of public restrooms in parks



Familias Activas HEAL MAPPS™ ...

3 Priority Areas Identified

- 1) School nutrition
- 2) Opportunities for family physical activity
- 3) Smoke-free public spaces

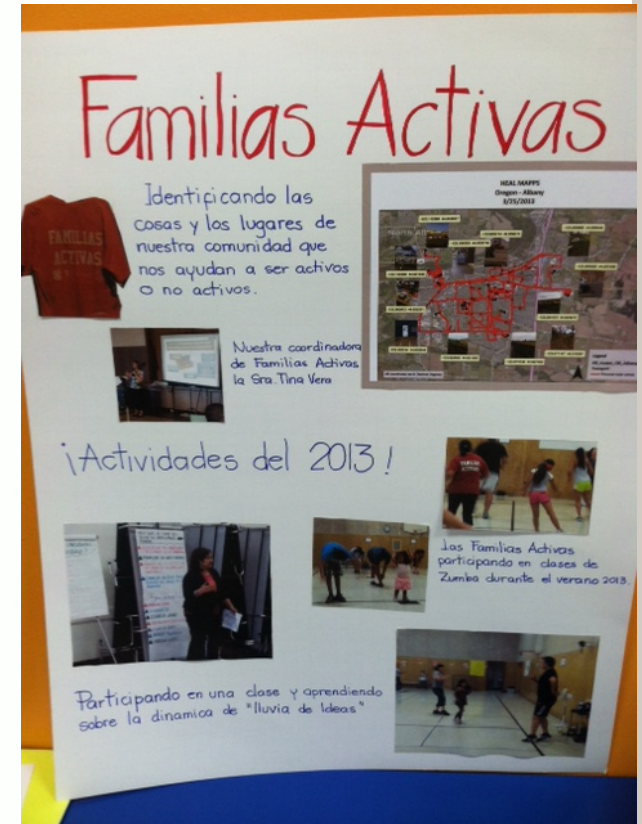


Leadership Development Trainings

Year 2013-14

(funding: Health Equity Coalition, REACH)

- Familias Activas
- School Nutrition
- Summer P.A. classes
- Saturday workshops:
Elementary, Middle, and High School

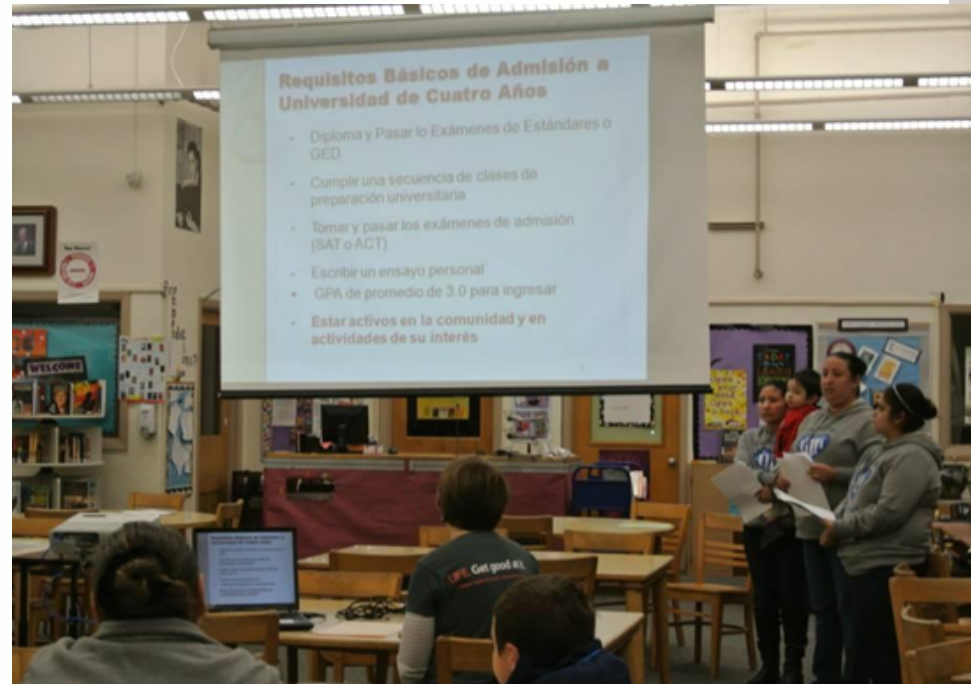


Leadership Development Trainings

Year 2014-15

(funding: Health Equity Coalition)

- Familias Activas
- Educational Equity for Latino Families Project
- Albany Parks and Recreation
- Parent Engagement at Middle School



Leadership Development Trainings

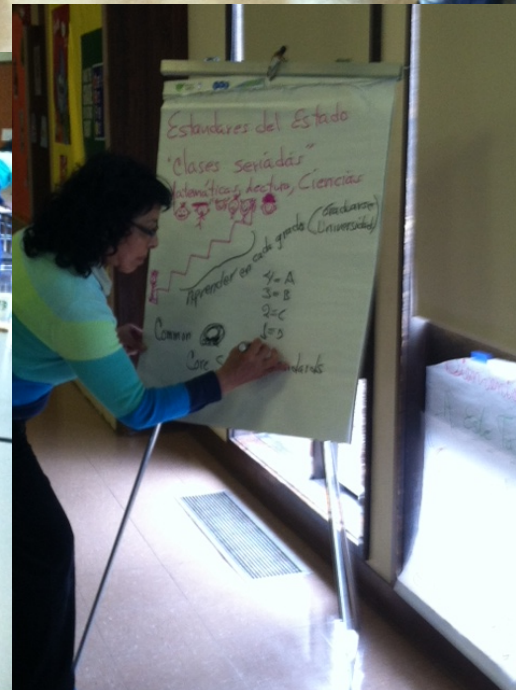
Year 2015-16

(funding: Health Equity Coalition)

- Familias Activas
- Cultural Competency Training for staff/teachers
- Opportunities for Latino identity development
- School level advocacy group
- District level work plan




Parent Education workshops



Improving School Nutrition



Familias Activas



Wednesday, April 30, 2014
at 6:00 pm
(Dinner will be at 5:30 pm)
Sunrise Elementary School
730 19th Ave SE • Albany, OR 97321

Do you have questions or concerns about the nutrition your child is receiving in school?

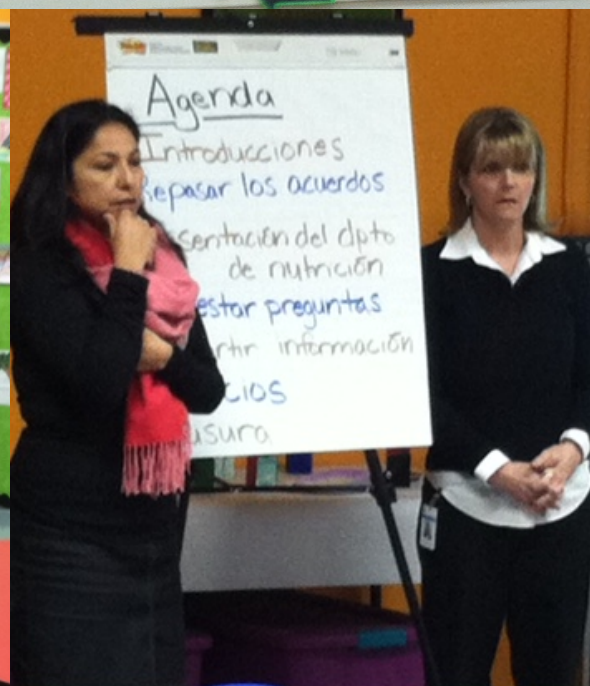
"Familias Activas" invites you to listen to a presentation given by the School District Nutrition Director, Sharon Short. Like us, she is focused on providing our children with the best nutrition possible. You will also have the opportunity to ask questions and express your concerns. We hope to see you there!

Thank you!

There will be childcare

For more information please call Patricia Martinez at 541- 704-2376 or Tina Dodge Vera at (541) 967-3071

Sponsored by Linn-Benton Health Equity Alliance



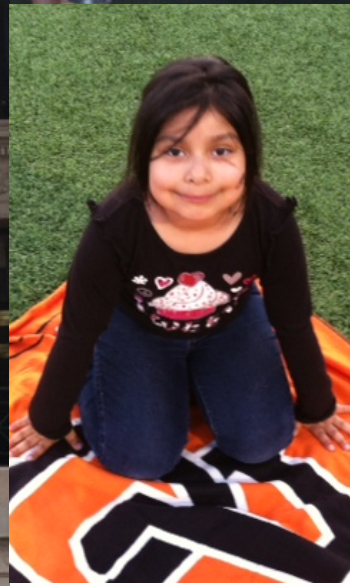
Engaged in the community



Sharing community building experience



Mi Familia Weekend OSU



Get Outdoor Day 2014 McDonald Forest



Discussion

How does a community based project/program differ from a community driven project/program?

Evaluation Questions

- What motivated you to attend the leadership and parent education classes/workshops/events?
- What impact if any has the classes/workshops/events and participating in Familias Activas had on you? What impact if any has participating in Familias Activas have on your family?
- What are the challenges to participating in the workshops?
- What does it mean for you to be a leader in the community?
- How have you developed leadership skills? Please provide an example.
- Did participating in the workshops help you be more involved in school? Community? Please provide an example.
- Has participation in the education workshops influenced your children's academic achievements?
- Did participating in the Familias Activas classes/workshops/events help you feel more informed on local issues? Has more confidence to be involved at your child's school or in the community?
- What did you find most helpful? What would you change?
- What is an example of something Familias Activas has worked on together to create change in Albany?
- What other workshops should we offer in the future?

Evaluation Participants Demographics

| | |
|------------------------------|--------------|
| N=10 | |
| Gender | 100% female |
| Age (average) | 38 years old |
| Education (average) | 8.4 years |
| Years in the U.S (average) | 14.9 years |
| Country of Origin | Mexico |
| Number of Children (average) | 3 children |

Preliminary Interview Results

Impact

Leadership and empowerment:

- School achievement
- Increased family communication

“I am no longer afraid to ask question to the teachers, to go to school more often, more focused on asking questions in regards to my child's education. how do you say...how are their grades, if they are at the level they need to be according to the state standards. more involved in school”

Preliminary Interview Results

Impact

Health

- Nutrition-healthier eating
- Physical Activities –exercise

“We went to give testimony to the School District because we are not happy with the school meals. “

“The Zumba classes that were offered, I feel that they were beneficial for diabetes prevention... We did not only learn how to exercise but also how to eat”

Preliminary Interview Results

Obstacles to participation

- **Time conflict**



“Well, I liked them (workshops) in the afternoon because we are done with work and we are home and available. During the day, or on the mornings we can't, we have to work. It would be better in the evenings”

Preliminary Interview Results

Obstacles to participation

Transportation

- driver license

“work and transportation because ,unfortunately, many people that had a driver license are now expired”



Key Points

- Investment is long term
- It starts with engagement

Parent Involvement refers to parent participation in systems and activities that support them as they fulfill their duties as the child's first teacher, nurturer and advocate for their family.

Parent Engagement goes a little deeper into parent relationships. Engagement refers to the ongoing, goal-directed relationship between staff and families that are mutual, culturally responsive and support what is best for children and families both individually and collectively.

- Popular Education teaching methodology



Questions/Discussion

Contact

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