

Latin@ Outreach Program
Criteria
COLORADO COALITION AGAINST DOMESTIC VIOLENCE

OVERVIEW

Background:

In 2012, the Colorado Coalition Against Sexual Assault (CCASA) convened an Inclusiveness Team which included staff, members, and representatives of the board of directors. The Inclusiveness Team created and administered a survey to CCASA membership; the results of which prompted six telephone interviews with bi-lingual advocates from the six CCASA regions. The Survey results and the interviews identified the need for, the challenges of, the barriers to increasing and improving services to bilingual (Spanish/English) and monolingual Spanish speaking survivors of sexual violence in Colorado.

In 2013, the Colorado Coalition Against Domestic Violence (CCADV) Rural Membership Needs Assessment found that one of the top three needs identified was “Strong, culturally engaging outreach to Latinas.”

Further identified by the two needs assessments were specifically:

- *Training for advocacy organizations* on cultural sensitivity, cultural competence, and culturally relevant services.
 - Need for culturally specific outreach and recruiting, hiring and retaining of diverse staff from Spanish speaking communities,
 - Support in developing customized approaches to serving Spanish speaking survivors and communities and the specific social and cultural challenges inherent in that work.
- *Program development and considerations* around collective and individual needs of Latino communities whether multi-generational or recent arrivals from Latina America.
 - Prevention, intervention, and responses outside the mainstream as relevant and valid
 - Connections with relevant community partners
 - Organizational addressing of intersecting issues/realities of Latin@ and immigrant survivors

Present state of Latin@¹ and bi-lingual advocacy in rural Colorado

According to the 2013 CCADV Needs Assessment, out of the rural member programs:

- 68.8% have a Latina outreach program, with 56.3% having more than one Spanish speaking or bi-lingual advocate, to include volunteers.

¹Due to modern needs of people speaking the Spanish language, which traditionally defaulted to masculine descriptors when addressing a group of mixed genders, the “at” symbol has been adopted by modern bi-lingual speakers in order to show the inclusiveness of both genders when referencing either an inclusive gender group or one that has not yet been defined. This use is not grammatically correct, and *is* politically and culturally correct.

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- 87% responded that having a Latina Outreach Coordinator along with technical assistance from a statewide Latina Outreach Program Manager would or could be helpful.
- 88% stated that having a statewide Latina Outreach Program Manager would be valuable to their programs.
- When asked if their Latina outreach programs were as strong as they could be, 100% stated either no or expressed that the program could be stronger.
- Over two-thirds of the existing rural programs provide advocacy and safety services to Spanish speaking and Latina survivors. At present, these services are usually an extension of main stream responses, only in Spanish, rather than culturally generated and community engaging options.

Planned response

Considering the previously stated overview and findings, the two sister coalitions, CCASA and CCADV, have partnered to secure Office on Violence Against Women (OVW) funding to provide a Latin@ Outreach Program for the state of Colorado member programs. This will include specific program goals (outlined below) and technical assistance, consulting, and training to further develop cultural competence, relevant responses, leadership and sustainability throughout the member programs serving Latin@ communities and survivors.

Promotor@ Engagement Model

Promotores de Salud (Health Promoters aka Community Health Workers aka Lay Health Advisors) have been used by Minority Health Initiative and migrant health providers for outreach and education in rural areas for at least 25 years. Promotores have been used successfully with populations who are Spanish speaking, recent arrival immigrants, migrant, or otherwise hard-to-reach and underserved by the mainstream social service agencies. This model has been adapted to serve issues such as cancer screening, prevention, and treatment, reproductive health, and a variety of health related issues, to include family violence from a health provider's perspective. More recently, promotores have seen productive results specific to the sexual and domestic violence advocacy realm, most notably by Arte Sana² near the Mexico-USA border, and by Lideres Campesinas³ in the fields of California. Please refer to the Resources section for more helpful information.

- * Promotora is Spanish meaning a woman who promotes,
- * Promotór is the masculine of the same,

² www.arte-sana.com

³ www.liderescampesinas.org

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- * Promotores is the plural.

The term is used to refer workers and/or volunteers who are trained and educated to become community experts. Their expertise is used to educate, motivate, and advocate for people in their communities. One of the most important qualities of a Promotora is their natural leadership, position and ability, in their indigenous community. Promotora programs are culturally relevant, comprehensive, and community-based services that dually benefit the people and the organization.

There is a vast array of ways in which promotora programs have been utilized, some grassroots begin my women themselves in their own neighborhoods. Others are started by the providers to reach those furthest in the margins.

Examples

According to the article, The Power of Promotoras by Laura Zárate of Arte Sana, Planned Parenthood in south Texas, through an assessment and planning process determined that promotoras was the answer for their program. The program determined that they needed women who were from the target population in order to maneuver the social taboos and language/access issues, in order to reach the women whom they needed to serve. Promotoras go door-to-door to engage, educate, and make referrals for the women in their neighborhoods and in their lives. The promotoras are empowered, the communities healthier, and the program reaches their goals.

Lideres Campesinas has been successfully educating, advocating, and organizing against domestic violence for 20 years. The program is a state-wide network of women activists who train women organizers who educate the communities. They are trained on a comprehensive curriculum that includes how culture, human rights, and poverty affect domestic violence. They use a variety of strategies to engage and educate including popular theatre, presentations, and partnering with local community partners such as law enforcement, social services and others.

The Migrant Clinicians Network utilizes promotoras to provide community presentations in community centers, clinics, people's homes, churches and labor camps.

In each of these examples you will find that the promotora is the link between the communities and the agencies looking to serve them. The women are already looked to as a resource in the community, couple that with connection to legitimate information and contact people at local agencies, fruitful relationships which benefit both agency and person are bound to come about.

Compare and Contrast

Common qualities of a promotora program are:

- * Recruiting indigenous leaders

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- * Comprehensive ongoing training and education to include skills and content
- * Trusting the cultural and community knowledge of the promotoras to engage the communities
- * Innovative
- * Dynamic in that they consistently reflect and redefine what works and how to better reach the self-set goals

Variables among promotora programs can be:

- * the number of promotoras
- * Objectives used to reach the goals
- * Curriculum topics
- * Method of delivery, such as presentations, door-to-door, community centers, etc.
- * Organization of promotoras and curriculum and referrals

LATIN@ OUTREACH PROGRAM

Goals of program:

1. Develop and/or strengthen culturally-engaging outreach, advocacy, and safety services to Spanish-speaking survivors of sexual assault and domestic violence
 - a. By working with four applicant rural Colorado communities
 - b. By providing funding for the communities to hire a part-time Latin@ Outreach Community Coordinator
2. Develop and implement a Promotora Program, based on Rural Promotora de Salud model of engagement
 - a. By providing training, mentoring, technical assistance, and supervision to the Coordinator.
 - b. By providing training, mentoring, technical assistance, and supervision to the promotor@s.
 - c. By providing training, mentoring, technical assistance, and supervision to the organizations.
3. Develop and/or bolster programs and organizations across Colorado to best respond and include Latin@s and Spanish speakers as survivors, staff, and leaders in the work
 - a. By providing training, and technical assistance.
 - b. By providing resources, mentoring, and direction upon request.

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- c. By providing the previously mentioned in culturally relevant, generated, and respectful models that also benefit mainstream community members and programs.

Program Development and Support

The Latin@ Outreach Program provides:

- A paid part-time local coordinator (spring/early summer) 2014 to September 2016 to develop and coordinate a local LOP. CCADV funding will cover the local coordinator's salary, payroll expenses, travel, and supplies and operating costs.
- In collaboration with CCASA, training for local coordinators, selected sites, and promotoras, conducted in the project community or through various forums regarding sexual assault and domestic violence response.
- Technical assistance from CCADV, the Latin@ Outreach Program Manager, CCASA, and other cultural competency and promotora engagement model experts regarding cultural outreach and promotora development, including assistance regarding appropriate protocols and policies.

EXPECTATIONS/OUTCOMES

1. The Executive Director of the domestic and/or sexual violence organization selected for a project site, will recruit and hire a local LOP coordinator. Although the choice of the individual hired is that of the Executive Director, the local coordinator will be a CCADV employee.
3. The Executive Director of the selected project site, the local LOP coordinator and the statewide rural LOP manager will work collaboratively to develop a sustainability plan for the local LOP.
4. The Executive Director of the selected project site, the local LOP coordinator and the statewide rural LOP manager will collaboratively assess LOP viability through on-going data collection including, but not limited to; total trainings provided, training delivery mechanisms used, participant numbers per training, promotora and participant surveys.

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5. Each domestic and/or sexual violence organization which is selected as a project site will contribute office space to the local project coordinator as an in-kind contribution.
6. The Executive Director of the selected project site will sign a Memorandum of Understanding with CCADV outlining their agreement to participate, in-kind contribution(s), and project partner roles and responsibilities.

ELIGIBILITY CRITERIA

1. Applicant must be a CCADV or CCASA member in good standing.⁴
2. Applicant must demonstrate that the area to be served by the project fits OVW's definition of rural.⁵
 - a. **If the applicant has a service area which encompasses both rural and urban areas, the applicant must submit documentation which states which area(s) within the overall service area is/are eligible for this project (see appendix A). OVW Rural grant funds and project personnel can only be used for qualifying areas, the applicant must be able to:**
 - i. **Describe how this project will serve only the rural-eligible area and how the applicant will ensure this.**
 - ii. **Guarantee that the rural grant funds and personnel will be used only for rural-eligible areas through a Memorandum of Understanding (MOU) between applicant and CCADV.**
3. Promotora work is a culturally generated response to the needs of a community, and to the needs of organizations to reach the target population with correct information meant to bridge existing gaps in services. Applicant must be able to demonstrate a commitment to engaging in a culturally appropriate effort from a person in a leadership role in the organization.
4. Applicant may have varying levels of knowledge of promotora programs, and of culturally defined services. Applicant will show the ability to identify gaps in the service area to include applicants own organization.

⁴ As required by the grant.

⁵ As required by the grant.

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5. Applicant’s service area has a Latino population(s). The percentage and actual number will vary. How the applicant envisions engaging the population(s) will be determined by more than the actual number.
6. Applicant must be able to demonstrate a history of program stability and a strong advocacy component built into the organization’s philosophy, policies, and programming coupled with innovation and flexibility.
7. Applicant’s need for Latin@ Outreach Program.
8. Applicant’s capacities to participate, provide, and benefit from Latin@ Outreach Program.
9. Applicant’s illustration of idea for sustainability of Latin@ Outreach Program.

Also of note:

Programs who would like to participate and are not chosen as one of the four host sites will be provided technical assistance and support in assessing, strategizing, and developing programming as determined between the organization and the Latin@ Outreach Program Manager; as this fits under the goals of the program.

Process and Timetable:

Action	Date
Request for Applications (RFA) released	Thursday January 23, 2014
Webinar: RFA Information, Q & A	Friday January 24, 2014 12:30 to 1:30
Applications due to: Latin@ Outreach Program Selection Committee	Friday February 21, 2014 midnight MST
Selected sites notified	Friday March 7, 2014
Announcements to general membership, made via CCADV and CCASA	April 2014