



Community Engagement: *How to Reach the Latino Community*

Ideas for Agencies, Organizations and Government

Philosophy:

The Latino population is growing faster than any other group in Sonoma County with a growth rate of 8% per year -(La Verdad Marketing & Media 2005) comprising almost 23% of the county's residents. This guide was developed to enable you to reach the Latino community with your message, *e.g.* a job opening, a new program, seeking committee or board members, announcements of upcoming events or fairs. These simple guidelines are applicable to any audience.* (***This document is not for solicitation purposes.***)

Basic Concepts:

- ★ Model diversity by employing bicultural and bilingual staff.
- ★ Staff should be culturally sensitive, non-judgmental, and supportive.
- ★ Staff should have an understanding of the Latino culture.
- ★ Conduct programs utilizing Spanish language speakers or hire a translator.
- ★ Recognize cultural values regarding gender roles.
- ★ When considering location, think of transportation and comfort level of the target audience.
- ★ Create materials in the Spanish language. Depending on the intended audience, use graphics, visuals, using fewer words, omitting jargon.
- ★ Always consider audience literacy level.
- ★ Use more than one medium to get your message out, i.e. newspaper, radio, agencies, school flyers, and churches.
- ★ Your message should emphasize action!
- ★ Your message should be clear; emphasizing what it is you want your audience to do.



Latino Service Provider's 2008 "Catwalk for a Cure" Models 1-r: Efren Carrillo, Karen Pennrich; Pat Novella; Carolina Portales; Elizabeth Jovel; Ernesto Olivares; Wanda Tapia; Briana Fernandez

Start your Outreach using the following Contacts:

- ★ **Latino Service Providers Sonoma County:** An information and referral group comprised of over 400 Latino Service Providers (non profits, businesses, education, government, schools, corporations, individuals). Services include an Electronic Newsletter of announcements, monthly networking meetings, (held the last Thursday of every month from 11:30am – 1:00 pm), and an opportunity to *host* a LSP meeting highlighting your program and services. For details contact Wanda Tapia, LSP-SC Director, at 707.799-2577. Email at wtapia@latinoserviceproviders.org. Visit the website at www.latinoserviceproviders.org.

* For more strategies see the M. Portis/California Journal of Health Promotion, 2003, Volume 1, Issue 2

Latino Outreach Continued

- ★ **Hispanic Chamber of Commerce of Sonoma County:** Become a member and participate in the growth & health of the Latino community. Benefits: Membership directory; Monthly Newsletter, Business Breakfast and Workshops, monthly after-hours Mixers; Referrals, List of Latino businesses; and events in addition to available paid advertising & sponsorships. Call 707.575-3648. email: hccadmin@hcc-sc.org or visit the website at www.hcc-sc.org
- ★ **Sonoma State University: Latino Student Congress:** Student youth outreach. Contact Francisco Vazquez at 707.664-3185. Email: francisco.vazquez@SONOMA.EDU
- ★ **Santa Rosa Police Department Bulletin Board:** Post your flyers and information on the community bulletin board by calling 707.543-4102 and ask for Blanca Benitez. Bbenitez@ci.santa-rosa.ca.us
- ★ **MANA de Sonoma County:** Latina youth. Newsletter, mentorship program, community service, and leadership opportunities for high school girls. Contact MANA de Sonoma County at email address: manadesoco@pacbell.net or visit their National website at www.hermana.org. MANA stands for Mexican American National Association.
- ★ **Saint Joseph Health System-Sonoma County (SJHS-SC):** Promotores de Salud are a trusted community resource with specialized knowledge and experience, who bridge language and culture and who provide health information, referrals and access to services for individuals, families and communities. Junta de Promotores de Salud are held monthly. Guest speakers on events/programs in the community are welcome. Annual Promotores de Salud trainings are provided for those interested in volunteering to serve their community providing a forum for dissemination of information and understanding of health and social systems. For details please contact Chelene Reynolds, Coordinator Promotores de Salud at 707.547-2149. For information on SJHS Healthy Community and/or Neighborhood Care Staff contact Arnie Barragan at 707.525-5300 ext 3217. Local neighborhood Care Staff may be good referral sources.
- ★ **California Human Development Corporation (CHDC)** brings a variety of programs and services directly to the Latino community. A one-stop center is located on Sebastopol Road, which includes a training center. If applicable and helpful to their students and clients, presentations may be made in classes. Space to post your flyer is also available and welcomed. Contact Martha Valencia at 707.566-3960.
- ★ **Catholic Charities of the Diocese of Santa Rosa:** Catholic Charities is a multi-service agency serving people without regard to race, religion or creed in the Redwood Empire counties of Sonoma, Napa, Lake, Mendocino, Humboldt, and Del Norte. Their Immigration Services Program has been providing low-cost legal service and classes to newcomers for over 20 years and reaches tens of thousands of Latinos annually. They have space for flyers and brochures as well as a weekly immigration information meeting where presentations may be made. Please contact Jessica Virelas or Isabel Ladd for more information at 707.528-8712.
- ★ **City of Santa Rosa Neighborhood Revitalization Program (NRP):** The combined effort and collaboration of six City departments make up the Neighborhood Revitalization Program (NRP) which is currently in the areas of Apple Valley Lane/Papago Court, Corby Avenue/Olive Street, Aston Avenue/Aston Way and Sunset Street/Delpport Street. NRP was developed to restore and maintain isolated neighborhoods and make them prosperous and safe for families. For more information, visit their website at www.ci.santa-rosa.ca.us. In addition, the City has many valuable materials in Spanish that can be downloaded from this website or can be picked up at all City facilities. Contact Mali Lopez at 707.543-4332, email: mlopez@srcity.org

Latino Outreach Continued

Churches:

- ★ Cotati – St. Joseph’s Catholic Church at 150 St. Joseph Way, Cotati, 94928
- ★ Healdsburg – St. Johns Catholic Church at 208 Matheson Street, Healdsburg, 95448
- ★ Petaluma - St. Vincent's Catholic Church at 35 Liberty Street, Petaluma, 94928
- ★ Santa Rosa – Resurrection Parish at 303 Stony Point Road, Santa Rosa, 95407
- ★ Santa Rosa – Santa Rosa Alliance Church at 301 Fulton Road, Santa Rosa, 95401
- ★ Santa Rosa--Redwood Covenant Church at 3175 Sebastopol Road, 528-8463, 95401
- ★ Sebastopol – St. Sebastians at 7983 Covert Lane, Sebastopol, 95472
- ★ Windsor – Our Lady of Guadalupe at 8400 Old Redwood Highway, Windsor, 95492

Media Sources:

- ★ **“La Voz” Bilingual Newspaper** – Northern California's foremost bilingual Spanish/English newspaper — 35,000 copies monthly distributed free throughout Sonoma (with a presence in 13 other counties) to schools, businesses, agencies, newsstands and individuals. To announce or advertise an event, program or submit an article of interest/information or to spotlight a deserving community member or cause, call Ani W. Morse at 707.525-0622, email news@lavozevents.com or see www.lavozevents.com. La Voz is an educational publication suitable for families and children of all ages.
- ★ **“El Superior” Spanish Newspaper** – Contact Jesus Heredia to submit an article of interest or highlight a cause. Email Address: jesus@elsuperior.com Website: www.elsuperior.com
- ★ **“Impulso” Spanish Newspaper** – contact Francisco Estrada at 707.765-3926. impulso1@hotmail.com Website: www.impulso-news.com
- ★ **“KBBF Bilingual Radio Station – (98.1 FM)** KBBF provides coverage north and south of San Francisco, Sacramento, Reno, and Lake Tahoe. Use their community bulletin board to post a flyer or the table in the reception area to leave a stack of flyers. Free airtime is available for Public Service Announcements. Underwriting sponsor opportunities are available for programs and materials. Contact at 707.545-8833 e-mail: kbbf-radio@aol.com and visit their website at www.kbbfradio.com
- ★ **KRRS La Maquina Musical Radio Station. (1460 FM)** PSA’s and interviews. Contact 707.545-1460.
- ★ **KRCB Public Radio** Sonoma County has “Sonoma Spotlight” consisting of 5-minute airtime interviews that spotlight your program or message. Contact the station at 707.585-8522
- ★ **La Mejor/Radio Lazer Radio Station. (104.1 FM)** PSA’s and interviews. Contact Crystal at 707.284-3069 fax: 707.284-3174
- ★ **Wine Country Radio-EXITOS Radio Station. (100.9 FM)** PSA’s. Contact Rocio at 707.588-0707x141. Fax info: 707.588-0777 or email at rosio@winecountryradio.net. www.exitos1009.fm

Latino Outreach Continued

Volunteer Service:

- ★ **Sonoma County Volunteer Center** is an excellent referral resource. Contact Tamara Dunn at 707.573-3399.
- ★ **Sonoma County Public Library** can be accessed from their website - www.sonomalibrary.org. Click on subject link, reference link. This will take you to Sonoma County Community Resources.
- ★ **Windsor Public Library** offers a database of nonprofit and Spanish language programs. Contact Roger Harris, Bilingual Librarian at 707.838-1020, ext. 5, for information in Spanish or English.

For more information or comments on this information please contact Wanda Tapia, Director, Latino Service Providers Sonoma County at 707.799-2LSP (707.799.2577) or email: wtapia@latinoserviceproviders.org



Bottom front Row left to right: Maryanne Harris, Millie Cantu, Carmen Garcia, Efren Carrillo, Mary Violetti, Maralisa Thorp, S'leta Thorp; Middle Row l-r Roger Harris, Wanda Tapia, Elizabeth Jovel; Top Row l-r: Ryan Stanley, Chris Boylan, Ben Garcia, Christopher Sanchez. (Latino Service Providers & Hispanic Chamber of Commerce board directors and family)

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