Creating Healthy Communities through Cultural Appreciation

Institute for Public Strategies

Today's Presenters...

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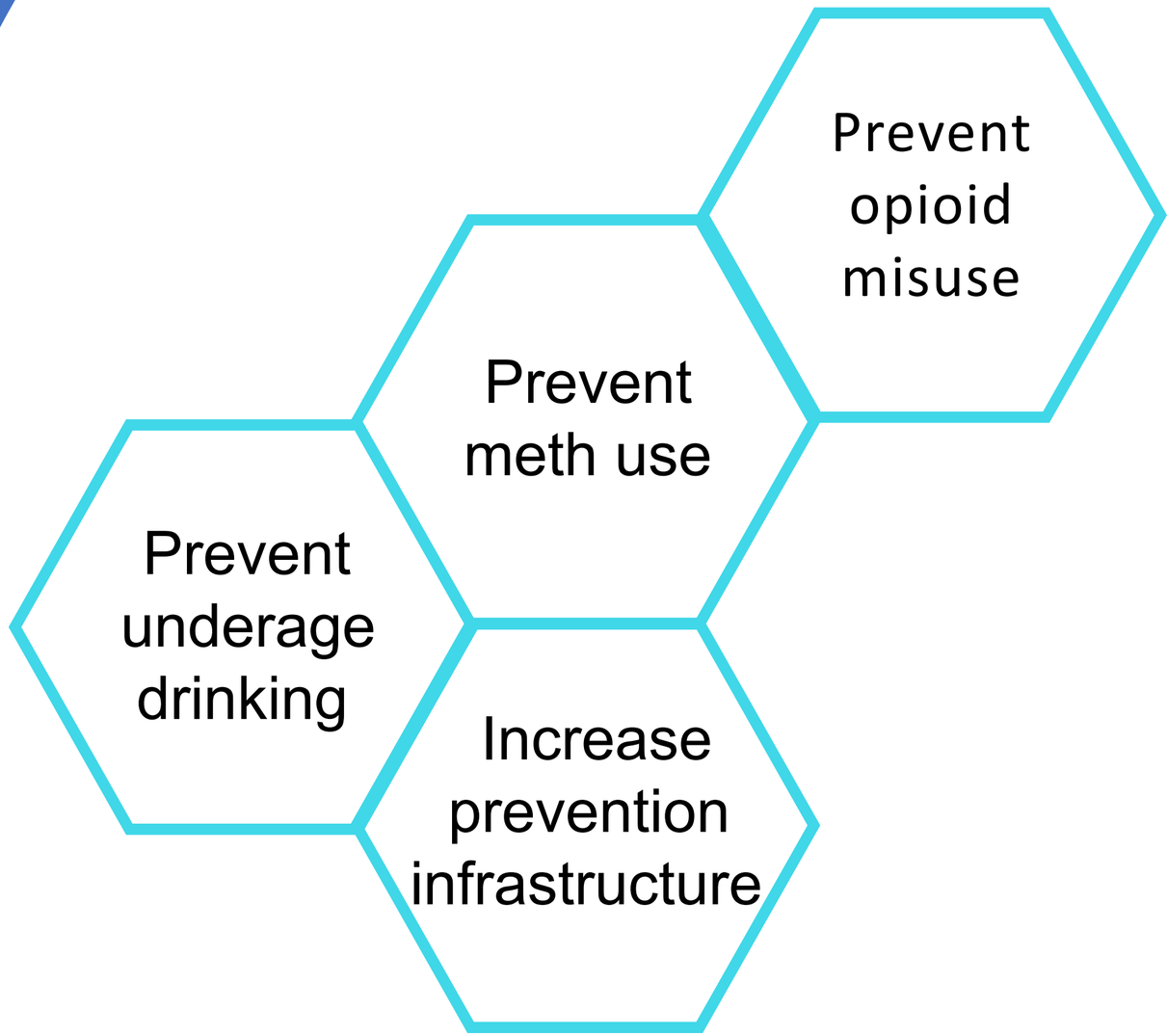
PARTNERSHIPS 4 SUCCESS

- Funded by the Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention (CSAP)
- Prevent the onset and reduce the progression of substance misuse
- Strengthen capacity and infrastructure at the community level
- Address behavioral health disparities experienced by the Latine communities



We are here…

To talk about how cultural organizing has emerged as a multidisciplinary practice, intersecting art, cultural work, and social change.

Essential Steps in Cultural Organizing

1. Conduct a comprehensive needs assessment
2. Bring culture, language, and traditions into the work
3. Connect the community with the understanding of how social cohesion fosters community health

Research Your Community:

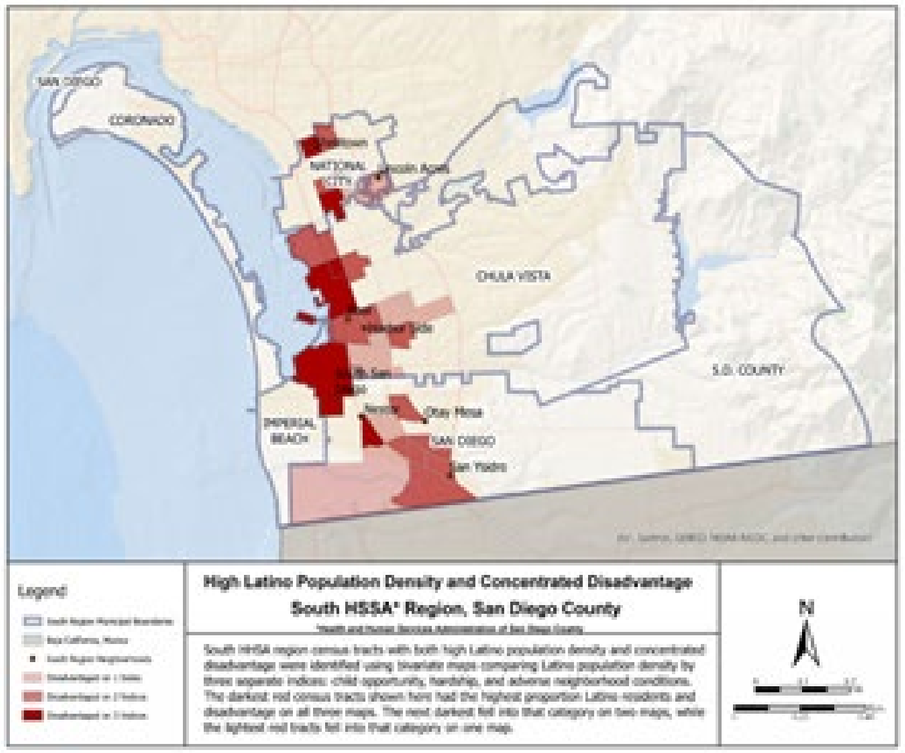
Consider your program's goal and conduct a needs assessment

Our program's big idea

The Partnerships 4 Success, led by the Institute for Public Strategies, is committed to working alongside communities to improve community health. The P4S program works to empower community members to to increase access to opportunities and combat risk factors that lead to substance misuse among the Latine community members.

Conduct a Needs Assessment

Target Population: Latine/x people in National City, westside Chula Vista, Imperial Beach, San Ysidro and Otay Mesa



Our Qualitative Data found:

Historical underinvestment in the region.

Trust in systems has declined to critical levels among Latinos.

The proximity of the border facilitates underage drinking and the general accessibility of drugs.

Poverty, low-status jobs, and the complexity of public benefits systems are barriers to Latinos accessing health care.

Cultural stigma related to mental health or substance use exists among many Latinos.

Listening Sessions and Focus Groups

"In an environment where community members often have limited means to give feedback, listening sessions are a tool to collect valuable information about people's experiences."

- OHSU University Center for Excellence in Developmental Disabilities

Quotes from Adult Community Members

"Policies in public health and public benefits programs make accessibility very difficult. These programs have barriers within their systems and processes that make it almost impossible for people to access the programs when they need them [...] We [Latinos] have cultural barriers and those can range from the language barriers that exist, to a different cultural approach to health."

"[Lack of healthy spaces] is at the heart of the Latino population's health challenges. For example, lack of green space and walkable neighborhoods deters a lot of our residents from riding a bike and walking.

In our Latino Community it is taboo to let others know that we have an addiction. It can be alcohol, it can be drug abuse... I can tell you by personal experience with family members of mine. My parents feeling very embarrassed to share the fact that we need a support with a brother or whoever in my family. So that's something that really prevents families from seeking out help.

Effective Communication is Paramount in Public Health

1. **Language is important**. Public health advocates must be able to communicate in the languages spoken by community members
2. Cultural competency is equally vital

Having a team that understands the language, culture, and traditions **SHOULD BE** a priority.

Bring culture, language, and traditions into the work

Integrating culture into prevention goals

Case Study 1

Cultural Integration:
Día de Los Muertos

What is it?

It is an Indigenous tradition that community members can recognize and connect with by celebrating and honoring the lives of their loved ones who have passed.

Case Study 1

Destigmatize talking about existing community conditions

- With the Latine community being disproportionately affected by COVID-19
- “...the southern region of the county in general has the highest concentration of minority residents, approximately 78 percent.”

VOICE of SAN DIEGO

The South Bay Deserves to Be Treated Like an ‘Essential’ Community

- Breny Aceituno, 2020

Case Study 1: Partnerships throughout the years

Year 2021

5 altars in the South Bay

- Chula Vista Public Library
- Casa Familiar
- Heritage Community Center
- Imperial Beach Branch Library
- Lincoln Acres Branch Library

Focus on COVID

An interactive scavenger hunt activity for community members. First 10 participants to complete it won a prize and a youth pass from SDMTS for 1 month.

Year 2022

4 altars in the South Bay

- Otay Valley Regional Park
- Casa Familiar
- Imperial Beach Branch Library
- Lincoln Acres Branch Library

Focus on COVID and Substance Misuse

Community members are encouraged to bring a picture of their loved one to place on the altar.

Year 2023

4 altars in the South Bay

- Otay Valley Regional Park
- Casa Familiar
- Imperial Beach Branch Library
- Lincoln Acres Branch Library
- Olivewood Garden Learning Center

Focus on free direct resources

TB testing, food waste, and local community clinics.

Case Study 1:
Introducing Advocacy

- Bilingual staff
- Bilingual outreach materials

PARTNERSHIPS 4 SUCCESS

What is P4S?
Partnerships 4 Success (P4S) is a program that works to address health inequities in the Latino population. The program focuses on the southern region of San Diego County where more than 60% of the population is Latino.

Why we formed a coalition?
One of the core goals of the P4S program is to build the capacity of residents to act in their own name to improve conditions in the community. We believe that by facilitating networking among local leaders and community mobilization, we can more effectively support residents' efforts to improve their quality of life.

How to join the P4S coalition?
You can scan this QR code on the back of this sheet to give us your name, email address and zip code. We will invite you to the next meeting and send you program updates.

Why community members like you should join?
Community members like you have a vested interest to support the South Bay and Border Communities. You live, work, learn or play in these communities. And because of that, you want to improve the community conditions. You want to see better parks, schools, neighborhood lighting, evenly paved roads, and health care services in your neighborhood. The coalition will work to advocate for that. But we need your help to do it.

¿Qué es P4S?
Partnerships 4 Success (P4S) es un programa que trabaja para abordar las desigualdades de salud en la población latina. El programa se enfoca en la región sur del condado de San Diego donde más del 60% de la población es latina.

¿Por qué forma coalició
Uno de los objetivos centrales desarrollar la capacidad de los r en su propio nombre para mejor la comunidad. Creemos que al fa los líderes locales y la moviliz podemos apoyar de manera más de los residentes para mejorar

¿Cómo unirse a P4S
Puede escanear este código Q nombre, dirección de correo postal. Así, te invitaremos a l enviaremos actualizacio

¿Por qué los m la comunidad deberían u
Los miembros de la comunidad interés personal en apoyar fronterizas y de South Bay. Viv juegas en estas comunidade mejorar las condiciones de la mejores parques, escuelas vecindario, calles pavimento servicios de atención médica coalición trabajará para a necesitamos tu ayuda

PARTNERSHIPS 4 SUCCESS

La coalición Partnerships 4 Success es una colaboración multisectorial con la misión de reducir y prevenir el uso de sustancias entre los residentes de South Bay y las comunidades fronterizas en el condado de San Diego mediante el avance de políticas, sistemas y cambios ambientales a través del impacto colectivo.

The Partnerships 4 Success coalition is a multi-sector collaborative with the mission of reducing and preventing substance use among residents of the South Bay and Border Communities in San Diego County by advancing policy, systems, and environmental change through collective impact.

Escanee aquí para unirse a nuestra lista de correo y colaborar con nosotros

Scan here to join our mailing list and collaborate with us

Partnerships 4 Success | Facebook

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PARTNERSHIPS FOR SUCCESS IS PROGRAM OF THE INSTITUTE FOR PUBLIC STRATEGIES

Case Study 1: Culture, tradition, and language

“Well, the majority of the community is Latine, and it is good for children to learn about their roots, no. That is important. And let the adults maintain it. And also for coexistence, it is very important.”

- Imperial Beach Community member

Case Study 1: Securing Funding & Public Health Lens

- Vaccinate All 58 Grant to address COVID
- Altar supplies: flowers, table cloths, calaveras
- Printing materials, hot chocolate and pan dulce
- Grant funds were 5K

Case Study 2

Honoring Community Traditions: Community Posada

- Addressing Culture
- Community Partnerships
- Securing Funding & Addressing COVID
- Community Outreach
- Advocacy

Case Study 2

Addressing Cultural Traditions

- Integration of Posada: religious-based gathering celebrated by Catholics in Latin America
- Cultural foods available (i.e. tamales & ponche)
- Activities like pinata for children

Case Study 2

Community Partnerships: Olivewood Gardens & Learning Center

- Cooking for Salud
- Internship Programs
- Healthy Culturas Coalition
- School Gardens
- Donation-Based Produce Stand

Case Study 2:

Securing Funding &
Public Health Lens

Vaccinate ALL 58

SAN YSIDRO HEALTH

- Vaccinate All 58 Grant to address COVID
- Free COVID tests, sanitizer, and masks were made available through San Ysidro Health
- Grant funds were also used to pay for a cooking class where 10 community members learned how to make tamales

Case Study 2

Outreach

- Networks used: Olivewood Kitchenista network, social media, P4S Coalition, partner newsletters
- Bilingual flyers
- Bilingual staff

Case Study 2:

Soft Introduction to Advocacy

- Introduction to P4S Coalition
- Park Survey
- Introduction to Olivewood and its different programs (i.e. Kitchenistas and the National City Healthy Culturas Coalition)

Connect the community with the understanding of how social cohesion fosters community health

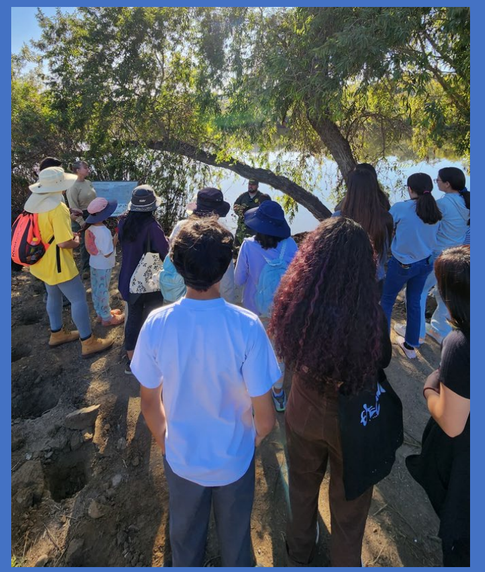
Understanding Social and Community Context to build Social Cohesion

- Promote Inclusivity & Strengthen Social Networks
- Community Engagement Programs
- Empowerment Through Collective Action
- Communication Platforms

Understanding Social and Community Context to build Social Cohesion

Promote Inclusivity to Strengthen Social Networks:

- Inclusive community spaces that welcome diverse populations
- Collaboration and interaction among community members from different backgrounds
- Strong social networks promote mental and emotional well-being
- Facilitating cultural activities fosters a sense of belonging



Understanding Social and Community Context to build Social Cohesion

Community Engagement Programs:

- We actively engage community members in shared activities
- Establish community forums or discussion groups to encourage open dialogue

Understanding Social and Community Context to build Social Cohesion

Empowerment Through Collective Action:

- Collective community efforts can address common health challenges
- Community members can feel ownership to take collective action

Understanding Social and Community Context to build Social Cohesion

Communication Platforms:

- Utilize various communication channels, including social media and community newsletters, to share stories
- Create platforms for community members to share

Challenges and Successes

- Securing funding
- Communication with partners
- Day-of mistakes
- Engaging community members
- Finding spaces that are open to cultural events
- Expanding community partnerships
- Engaging community members
- Cultural Visibility
- Cultural Appreciation

Thank You!

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Survey

(Thank you!)

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