

# Essential Steps to Successful Latino Engagement and Outreach

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Sara Curiel Paez, Capacity Building Partnerships

Christian J. Vázquez-Rivera, Rural Development Initiatives

Brenda Brown, Rural Development Initiatives



# Zoomin!



If possible, please change your zoom title to be your name and organization.



If you are on the phone and computer, or if you can't change your name, please let us know via chat.



Please use the chat! This is a great way to interact, share, and affirm each other.



Please use the “mute” button when not speaking.



We will use 2-3 breakout groups today.

# Context & Objectives

1. Self-assessing your readiness to engage with Latino communities.
2. Understanding the complexity of working across cultural differences.
3. Reflect and aligning your services to successfully meet your mission as you reach the Latino community.

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# Guidelines

1. **Listen for understanding** *as opposed to reply, or agree*
2. **Embrace discomfort** *as a learning opportunity*
3. **Speak from your experience about your truths;** *use “I” statements refrain from speaking for a/the group*
4. **Differences are welcomed and OK** *what is your own authentic analysis?*
5. **Replace judgement with curiosity** *in yourself and interactions with others*

# Introductions



- Name, organization, place
- Check-in
- When you have moved to a new community, what are the first things you do to get involved?

# Key Mindsets for Providing Inclusive Services and Partnering Across Differences



# Extraction Relational Mindset

Approaches:

- Shift from “I” to “we.”
- Center the mission rather than the organization.
- Shift from “doing to” to “doing with.”
- Decision-making processes include those who are most impacted.
- Shift from transactional approach to long-term partnership approach.

Quote:

“If you have come to help me, you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.”

—Australian Aboriginal Elder Lilla Watson



# Need-Based Asset-Based

## Approaches:

- Understand and acknowledge that underprivileged people bring integral, unique, and essential values, skills, and knowledge to our society, and problems we seek to address. Those who experience a problem often have the context and information to solve it.
- Build awareness of strengths and assets through relationships.
- Shift power to the individuals or community impacted.
- Design programs that leverage and build on strengths to address disparities and challenges

## Quote:

“If you focus on people’s weaknesses, they lose confidence.”  
—Tom Rath

# Current Future ←————→ Historical Context

## Approaches:

- Learn about organizational and cultural histories to inform current and future.
- Explore systems thinking and how it can inform human behavior and cultural norms.
- Understand systems of oppression and exclusion and how they are connected to policy and resources.
- Partner across difference to create innovative solutions

## Quote:

“Every system is perfectly designed to get the result it gets.”  
—Paul Baralden, M.D. & Dr. W. Edwards Deming

# Dominant Culture ↔ Multicultural Orientation

## Approaches:

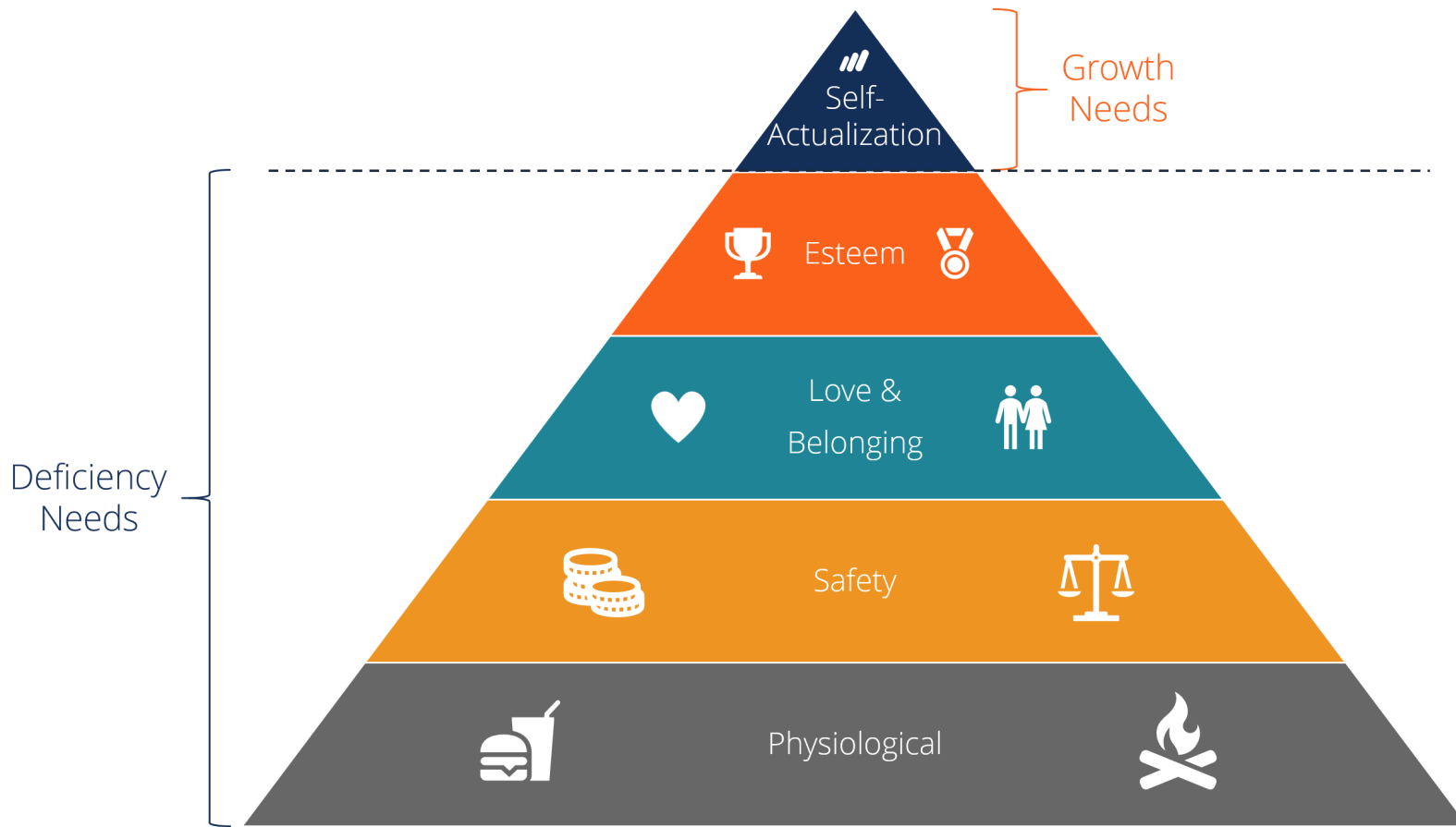
- Develop relationships with those who are from different cultures.
- Voluntary displacement activities, when engaged in thoughtfully and authentically, can build connection and provide data related to cultural difference.
- Engage those from the culture you hope to work with in decision-making and program design – or consider shifting all power and decision making to those most impacted

## Quote:

“The American idea of racial progress is measured by how fast I become white.” – James Baldwin

# Key Mindsets

- Which mindsets are attracting your attention?
- Which key mindset your organization its already good at?
- Which one feels challenging and you would like to develop?



# Maslow's Hierarchy of Needs

# Barriers to Participation

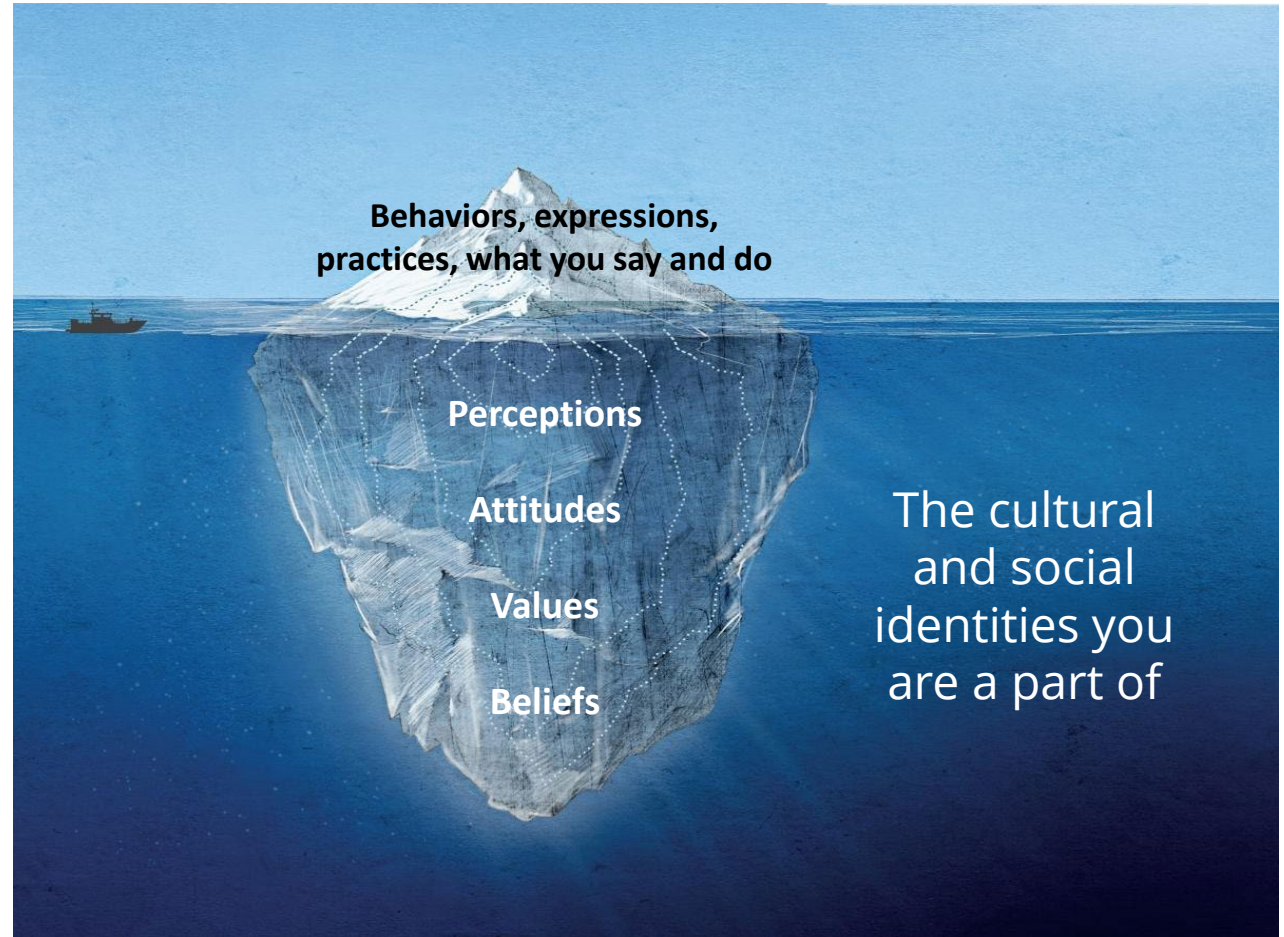
Basic Needs	Belonging
Lack of time	Lack of support
Lack of money	Lack of Motivation
Transportation Issues	Lack of Consciousness
Language Barriers	
Safety needs	Esteem
Discrimination	Lack of information
Discouragement	Lack of education
Insecurity/Feelings of awkwardness	
Political History	

# Culture Is Like an Iceberg

Culture is concerned with beliefs and values on the basis of which people interpret experiences and behave, individually and in groups.

Broadly and simply put, "culture" refers to a group or community with which you share common experiences that shape the way you understand the world.

Culture is the "lens" through which you view the world. It is central to what you see, (and don't see) how you make sense of what you see, and how you express yourself.



# Iceberg

- Time – Present
- Family – Family unit includes single and elderly people.
- Volunteerism – Latino way of living.





# Understanding the Complexity of Working Across Differences

- Which barriers resonated with you relating to your programs and how they limit the access?
- where might there be a disconnect between your org's values and priorities and the communities' values and priorities?
- WHY do you want to engage communities of color? Beyond the check the box/connecting to org values and mission/vision

# Best Practices

- If people don't have previous experience or understanding of the organization, its value may have to be demonstrated.
- During each engagement reserve time to get to know each other.
- Clearly explain how your services might benefit the community and their families.
- Increase your cultural competency.

# Best Practices

- Build a relationship with the community and establishing trust.
- Carefully select outreach staff/volunteer.
- Identify and enlist the support of informal leaders of the communities.
- Be Patient and Committed! Keep trying.

# Organization Analysis – Implementation

- What has worked well for you? What's the low hanging fruit?
- Which practices would you like to adopt and why?
- What impact do you want them to have?

# Thank You

Write down ideas that have sparked after today's meeting.



# QUESTIONS



Rural Development Initiatives  
More info here?

# Key Mindsets for Providing More Inclusive Services and Partnering Across Difference

## Consumption Mindset Relational Mindset

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When engaging across difference to inform our own or our organization's actions, our approaches can vary along a continuum of being **consumptional** to **deeply relational**. When engaging with others to gather information, a consumption approach requests information to benefit the individual, team, or organization asking for the feedback to better themselves. When moving towards a more relational mindset, you enter into a 2-way relationship that is based on mutual respect, benefit, and impact that is centered on human connection and trust.

### Approaches:

- Shift from "I" to "we."
- Center the mission rather than the organization.
- Shift from "doing to" to "doing with."
- Decision-making processes include those who are most impacted.
- Shift from transactional approach to long-term partnership approach.

### Quotes:

"If you have come to help me, you are wasting your time. But if you have come because your liberation is bound up with mind, then let us work together." —*Australian Aboriginal Elder Lilla Watson*

"Nothing about us without us." —*Various sources in Europe and South Africa*

## Need-based Mindset Asset-based Mindset

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When working with communities that have experienced disparities and oppression, it can be instinctual to focus on the needs, lack of skills, or gaps in the person or community rather than leveraging and focusing on the assets, strengths, and networks that already exist in the community.

### Approaches:

- Understand and acknowledge that underprivileged people bring integral, unique, and essential values, skills, and knowledge to our society, and problems we seek to address. Those who experience a problem often have the context and information to solve it.
- Build awareness of strengths and assets through relationships.
- Shift power to the individuals or community impacted.
- Design programs that leverage and build on strengths to address disparities and challenges.

### Quotes:

"If you focus on people's weaknesses, they lose confidence." —*Tom Rath*

## Current - Future Mindset Historical Context Mindset

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Focusing solely on the context of the now and future can leave out important historical context that informs the way we behave, understand systems, and build relationships. By not only honoring the current and future context, but also historical narrative, we can better understand systems and cultural behavior.

### Approaches:

- Learn about organizational and cultural histories to inform current and future.
- Explore systems thinking and how it can inform human behavior and cultural norms.
- Understand systems of oppression and exclusion and how they are connected to policy and resources.
- Partner across difference to create innovative solutions.

### Quotes:

*"Every system is perfectly designed to get the result it gets." –Paul Baralden, M.D. & Dr. W. Edwards Deming*

## Dominant cultural orientation Multi-cultural orientation

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Dominant culture centers whiteness and the individual as the "norm" or preferred way of operating. This can leave other perspectives and cultural norms out, or value them as "less than." Understanding other cultural contexts that are non-dominant can re-frame our behaviors and interactions. It takes effort to see culturally specific norms, which can seem out of place or incorrect to those within the dominant culture. Examples include: time, high-context low-context, family focus, and communication styles.

### Approaches:

- Develop relationships with those who are from different cultures.
- Voluntary displacement activities, when engaged in thoughtfully and authentically, can build connection and provide data related to cultural difference.
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