Three Tools for Engaging Latino Youth

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## Research Team

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<tbody>
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</tr>
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<td>Communities of Merced, Riverside and Santa Clara counties in CA</td>
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</table>
Where are you from?
Objectives

• Learn of the resources available to better support you in the development of partnerships with Latino populations and places.

• Greater understanding of tools to use an asset based approach to map the ecosystem of Latino populations and places.
• How familiar are you with the resources available to better support partnerships with Latino populations where you live?
Agenda

• Overview
• What Do We Know About Latino PYD?
• Latino Engagement Resource Chart
• Developing relationships with Key Informants
• Wrap up
EXTENSION HAS A BOLD GOAL:
10 MILLION TRUE LEADERS
Diversity of Latinos
Latinos: Fastest growing ethnic group in the U.S.

Source: Child Trends Hispanic Institute using data from U.S. Census Bureau, 2013
Over half of U.S. Latino children have a foreign-born parent

Percent of Hispanic children* by parents' nativity status, 1994-2013

Source: Child Trends Hispanic Institute using data from U.S. Census Bureau, 2013
Review of the Existing Literature

What PYD program qualities

(Erbstein and Fabionar, 2014)
Youth Development Organizations

Program Elements:
- Positive Relationships
- Safe Environment
- Engagement
- Social Norms
- Skill-building
- Routine/structure
- Youth leadership
- Topical emphasis (e.g., STEM, sport, etc.)

Organizational Infrastructure:
- Leadership
- Staff
- Location
- Accessibility
- Professional Development
- Resources
- Evaluation
- Outreach

Conceptual Framework:
- Youth Development Framework

Program & Community Relationship:
- Local Knowledge of Program/Organization
- Local Reputation
- Positive Engagement

* Adapted from National Research Council and Institute of Medicine 2002
Successful Latino YD Organizations

- Support positive ethnic identity development
- Contend with physiological and social effects of discrimination
- Respond to economic poverty
- Integrate extended understandings of youth development
- Act upon the diversity of local and regional Latin@ youth experience

YD Programs

- Program Elements
- Organizational Infrastructure
- Conceptual Framework
- Program & Community Relationships

University of California
Agriculture and Natural Resources 4-H Youth Development Program
Conceptual Framework Considerations

Programs account for ways that race and ethnicity factor into youth development.

Dimensions of the Latino youth experience
- immigration
- bi/multilingualism
- strong family networks
- family responsibilities
- racial and ethnic identity development
- acculturation
- Poverty, discrimination and displacement
Organizational Structure Considerations

Prioritize building trust with Latino youth and families AND among youth participants.

- Employ bilingual/bicultural staff who are familiar with local communities.
- Build capacity of staff to negotiate inter-and intra group discrimination.
- Free programs. Provide various ways for families & communities to contribute.
- Measure what matters.
Program Element Considerations

- Vary program topics based on youth interests.
- Account for prevalent Latin@ youth conditions (immigration, poverty, trauma).
- Recognize racial and ethnic differences.
- Engage local Latin@ youth and adult advisors in designing, implementing, evaluating, and governing programs.
Community Relationship Considerations

Understand the landscape of the Latino community as a first step to build trust & broker partnerships

• Recognize local/regional Latin@ diversity
• Learn about local inter-ethnic relationships
• Identify local/regional assets

Mural by Rosalia Torres-Weiner, December 2016
Surveying the Latino Ecosystem

- List the names of groups, organizations or associations in your community that support Latino youth
- 5 minutes
• What category was the easiest to complete?
• What category was the hardest for you to come up with a response to?
**Cultural Settings/Traditions**
- Los Escritorios del Nuevo Sol
- Calidanza
- Cascada de Flores musical ensemble performance
- Mariachi America de Sacramento

**Businesses**
- El Novillero Restaurant
- Adrian Perez, CEO, Pop-9 Communications
- Latino 97.9 Radio
- Telemundo
- estrella TV Sacramento
- Popular taco truck on Richards Blvd.
- Vida en el Valle

**Physical Spaces**
- El Centro Road farm stands
- Cesar Chavez Plaza
- Specific Community Gardens

**Cultural Heritage(s)**
- Las Piñatas
- Quince Años/Fiesta Quinceañera
- Los villancicos de navidad (Christmas carols)
- Christmas tamale making/family visiting
- Royal Chicano Air Force

**Institutions**
- Tequila Museo Mayahuel
- Sacramento Public Library’s support of Hispanic Heritage Month
- Latino Community Foundation
- La Familia
- La Raza Galería Posada
- Latino Center of Art and Culture
- CA Latino Caucus

**Individuals**
- Sergio Cuellar, CRC Outreach Coordinator
- Brandon Louie, Grad Student/youth development focus
- Elyna Cespedes
- Daniel Rolleri, Elementary School Principal
- Mariel Garza, Writer, Sac Bee
- Cirenio Rodriguez
- Phil Serna

**Associations**
- Mexican Cultural Center
- Hispanic Chamber of Commerce
- Sol Collective
- Hometown Associations

**Community Festivals/Events**
- Hispanic Heritage Month
- Salud! Business Awards & Gala (Hispanic Chamber)
- Latin Food & Music Festival
- Fiesta en la Calle
- Cesar Chavez Celebration, Mexican Independence Day
# Latino Youth Development Resource Log

<table>
<thead>
<tr>
<th>Organization/Program Background</th>
<th>Org 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Name</td>
<td></td>
</tr>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Email, website, phone</td>
<td></td>
</tr>
<tr>
<td>Mission</td>
<td></td>
</tr>
<tr>
<td>Core Activities</td>
<td></td>
</tr>
<tr>
<td>Program Duration</td>
<td></td>
</tr>
<tr>
<td># staff (paid, volunteer)</td>
<td></td>
</tr>
<tr>
<td># youth served annually</td>
<td></td>
</tr>
<tr>
<td>Staff race/ethnicity</td>
<td></td>
</tr>
<tr>
<td>Youth race/ethnicity</td>
<td></td>
</tr>
<tr>
<td>Search Process</td>
<td></td>
</tr>
<tr>
<td>Informant (e.g. 211, Guidestar, program website, interview, etc.)</td>
<td></td>
</tr>
<tr>
<td>Associated keywords (if found in online database)</td>
<td></td>
</tr>
</tbody>
</table>

### Sources:

1. Existing knowledge
2. Flyers, local coalitions, initiatives, meetings and/or events
3. Guidestar (one word search)
4. 211
   - One or three word search
5. Internet

### Are These Organizations High-Level Assets for Sustaining Latin@ Youth Engagement?

<table>
<thead>
<tr>
<th>E</th>
<th>KEY CONTACT NAME</th>
<th>CONTACT INFO &amp; ADDRESS (email, website, phone, address)</th>
<th>MISSION</th>
<th>KEY ACTIVITIES</th>
<th>PROGRAM LENGTH</th>
<th># STAFF (paid, vol)</th>
<th># YOUTH SERVED ANNUALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jocelyn Vargas</td>
<td><a href="http://www.raicesdelvalle.org/about.html">http://www.raicesdelvalle.org/about.html</a></td>
<td>to create a space for artistic and cultural expression, to promote healthy communities, and to strengthen the voice of the Eastern Coachella Valley.</td>
<td>1. Leadership development and youth/adult empowerment through experiential learning and civic participation opportunities 2. Cultural Arts and Expression 3. Action Research and Advocacy at local, regional, and state levels 4. Assist youth in accessing (higher) education and opportunities for sustained healthy living.</td>
<td>year round - program is currently not serving any youth on a consistent basis.</td>
<td>All volunteers</td>
<td>30-60</td>
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**Example from Riverside County Log**
<table>
<thead>
<tr>
<th>Criteria Scoring</th>
<th></th>
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<tbody>
<tr>
<td>(1 = low 2 = some 3 = high)</td>
<td></td>
</tr>
<tr>
<td>Incorporates extended/emerging understandings of</td>
<td>3</td>
</tr>
<tr>
<td>positive youth development that reflect Latin@ and</td>
<td></td>
</tr>
<tr>
<td>immigrant youth experience</td>
<td></td>
</tr>
<tr>
<td>Contends with physiological and social effects of</td>
<td>3</td>
</tr>
<tr>
<td>discrimination</td>
<td></td>
</tr>
<tr>
<td>Supports positive ethnic identity development</td>
<td>3</td>
</tr>
<tr>
<td>Responds to economic poverty</td>
<td>3</td>
</tr>
<tr>
<td>Tailors efforts to the specific experience, resources,</td>
<td>2</td>
</tr>
<tr>
<td>needs, and interests of local and regional Latin@</td>
<td></td>
</tr>
<tr>
<td>youth and families</td>
<td></td>
</tr>
<tr>
<td><strong>AVERAGE SCORE</strong></td>
<td><strong>2.8</strong></td>
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</tbody>
</table>
Getting to know Latino communities

• Identify and select key Informants to offer eagle eye view
• Learn the past, present and future challenges and opportunities of Latino/diverse populations and places
• Build relationships
Key Informant Interview

• How would you briefly describe the Latino population, or populations, in _____ County?
  – To what extent are youth first generation, second generation, multigeneration US residents?
  – To what extent are youth documented or undocumented, or from mixed status families?
  – What are the sending countries/states/regions?
  – What are some key interests, challenges and resources among local youth and families?
• What best describes the Latino youth population in your county or community?
• What best describes the documentation status of Latino youth and families in your county?
Asset-based mapping of Latino ecosystem

- Science based key elements
- Community Engagement Resource Chart
- Latino Log of orgs and places
  - Evaluate with key elements
- Interview community leaders/ key informants
Wrapping things up...

• Resources available to better support you in the development of partnerships with Latino populations and places.

• Greater understanding of an asset based approach to map the ecosystem of Latino populations and places.
• Do you feel like you now better understand how to support the development of partnerships with Latino populations and places?
Do you feel like you now have a better understanding of how to use asset-based tools to map the ecosystem of Latino populations and places?
Erbstein, N., and Fabionar, J. (2014). Latin@ Youth Participation In Youth Development Programs. Davis, CA: University of California Division of Agriculture and Natural Resources.


**To obtain the handouts:**
http://cesantaclara.ucanr.edu/Youth_Development/Youth_Development_Research/Latino_Youth_Development_361/Publications_and_Resources/
Muchas gracias.

Thank You.