



Utilizing Latino Core Values in Community Prevention Planning and Implementation: An Exploration of Three Models for Community Mobilization and Implementation of Environmental Strategies:

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Presented At:
Busting Myths, Breaking Barriers: Developing Culture and
Linguistic Responsiveness to Reduce Disparity Across Behavioral
Health and Health Systems
Phoenix Arizona
January 8, 2008

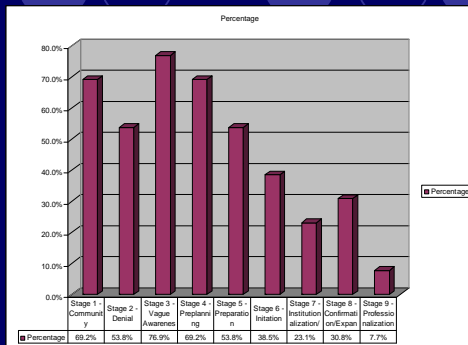


PRESENTATION OUTLINE

1. Introduction and overview
2. Models of Community Development
 - Dissemination and Utilization
 - Stages of Change
 - Strategic Prevention Framework
3. Cultural Values and Chicano Core Values
 - Small Group Exercise and Discussion
4. Large Group Sharing

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COPE COALITION READINESS SURVEY RESULTS



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STAGES OF DISSEMINATION, UTILIZATION, AND ADOPTION OF INNOVATIONS

1. Awareness
2. Interest
3. Evaluation
4. Trial
5. Adoption

Adapted from: Havelock, R. G. et al (1979)
Planning for innovation through dissemination
and Utilization of Knowledge, Center for
Research on Utilization of Scientific
Knowledge, ISR, University of Michigan

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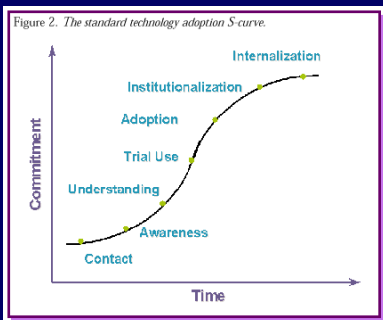
DISSEMINATION AND UTILIZATION OF INNOVATIONS

Rogers defined the DUI process as:

1. Knowledge about an innovation
2. Developing an attitude toward it
3. Making a decision to adopt or reject
4. Implement the innovation (technique, best practice, procedure, etc)
5. Confirming the decision to adopt

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ADOPTION PROCESS REFLECTED AGAINST VARIABLES OF TIME AND COMMITMENT



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TYPES OF ADOPTERS

1. **Innovators** - Venturesome, daring, risky
2. **Early Adopters** - Integral part of local social system, Opinion leaders, Role models in community, respected by peers
3. **Early Majority** - Frequent peer interaction, not opinion leaders, deliberate before adoption, represent 33 % of group
4. **Late Majority** - Pressure from peers, economic necessity, Skeptical, cautious
5. **Laggards** - No opinion leaders, isolated, point of reference is the past, suspicious of innovation, decision process is length

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ADOPTERS DISTRIBUTION AS NORMAL CURVE

Figure 1. Crossing the chasm between visionaries and pragmatists.

"The Chasm"

Innovators "Techies" Early Adopters "Visionaries" Early Majority "Pragmatists" Late Majority "Conservatives" Laggards "Skeptics"

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STAGES OF CHANGE

1. **Pre contemplation** - Lack of aware and knowledge of problem and or issue
2. **Contemplation** - Some awareness and recognition that problem of ATOD exist in Community
3. **Planning** - Full acknowledgement of problems and issues , seeks information to address it
4. **Implementation** - Has informed and developed strategy for addressing issues, problems, and or changing behaviors
5. **Maintenance** - Has knowledge of environment which leads to problems and takes initiatives to maintain new behaviors or norms

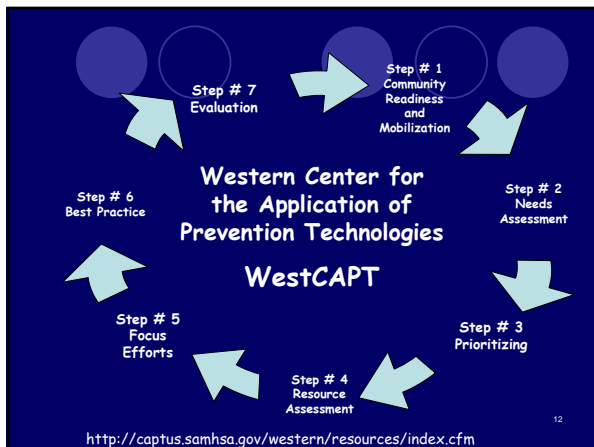
Adapted from: Petrocelli, J. V. (2002) Processes and stages of change: Counseling with the Transtheoretical Model of change. *Journal of Counseling and Development*, (80), 2, ACA

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Strategic Prevention Framework

1. ASSESSMENT	Community geographic, Indicator data, community demographics, priority population, select outcome domains, choose risk and protective factors for your project, assessment report
2. CAPACITY	Identify resources, assess your human and material resources, review strengths and weaknesses, document your funding sources, capacity report.
3. PLANNING	Create plan, resource physical, personnel etc, select program and practices that best fit your environment.
4. IMPLEMENTATION	Track progress of plan noting any issues in implementation.
5. EVALUATION	Evaluation design, core measure, process and outcomes.
6. CULTURAL Comp.	Contexts assessment, dominant versus non dominant values, values examination, race and color, economic
7. SUSTAINABILITY	Community adoption of program, policy or procedures on an ongoing basis




STAGES OF COMMUNITY MOBILIZATION

1. **Entry Initiating** Persons aware of problems, contact key individuals and significant constituencies for involvement move towards awareness and involvement
2. **Readiness** Emerging Coalition starts: assessment of community readiness, develops networks, resources and linkages
3. **Assessment** Coalition conducts assessment of problems, resources, underlying problems, social political environment, individual and community values.
4. **Planning** Both strategic and action plan, goals objectives, tasks activities. Includes coalition maintenance and expansion, leadership development
5. **Implementation** Develop workaroups, committees, defines roles and responsibilities, celebrates successes.
6. **Sustainability** Broad base of supports, financial, ongoing evaluation, addresses concerns of stakeholders and publishes results

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CULTURAL VALUES



- FOOD**
- MUSIC**
- LANGUAGE**
- CUSTOMS**
- ATTITUDE**
- BELIEFS**
- VALUES**

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ADAPTATIONAL SPHERES

DIMENSIONS	VALUE ORIENTATIONS		
PEOPLE TO NATURE RELATIONSHIPS	<i>Subjugation:</i> Life is determined by external forces	<i>Harmony:</i> with Nature, people and nature co-exist	<i>Mastery :</i> Our challenge is to conquer and control nature
PEOPLE TO PEOPLE TO OTHER HUMANS	<i>Lineal:</i> Vertical, leaders and followers	<i>Collateral:</i> Consult with family, friends, clan, etc. Interdependent	<i>Individualist:</i> Autonomy and self sufficiency is paramount
WHAT IS THE HUMAN ACTIVITY MODALITY	<i>Being:</i> It is enough to just be	<i>Being in becoming:</i> Out purpose in life is to develop our inner self	<i>Doing:</i> Being active and working hard will be rewarded
WHAT IS THE TEMPORAL FOCUS OF HUMAN LIFE	The <i>past</i> is important learn from history	The <i>Present</i> moment is everything don't worry about manana	The present is sacrificed for a better tomorrow or <i>future</i>

Ibrahim, F.A. (1985)

CHICANO / LATINO CORE VALUES

- **Respeto:** Respect for the person, the other, Position of authority, and other life roles.
- **Dignidad:** Conducting one self with dignity, genuineness, and the giving of respect to self and the others
- **Confianza:** Trust of others to share and participate in the interdependence on each other towards a common value or norm .
- **Compromiso:** To commit oneself to someone or something, to give of oneself, one's skills, abilities, and loyalty
- **Responsabilidad:** Responsibility, to one's role, to one's obligation in that role, to follow through

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WORKSHOP ASSIGNMENT # 1

15 Minutes

1. Breakup into three groups, count off by 1,2,3. Separate out by group number.
2. Introduce your self to each other, name organization, role / position, area of interest in workshop contents. (*please be brief, only 3-5 minutes for total introductions*).
3. Discuss your particular model its application to your community work, coalition or other community organizing. (what were your challenges, were some stages easier than other etc. How did you approach challenges)
4. Summarize your discussion into the stages model you are part of and select two representative present the groups discussion of these two assignments.

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WORKSHOP ASSIGNMENT # 2 (15 MINUTES) DISCUSSION

1. Identify where you fall on a continuum of each of the value spheres: Physical, People, spiritual.
2. How do the Latino core values lend themselves to a prosocial strategy or how can they be included in a community campaign?
3. How might the Latino Core values, if different from your own, need to be addressed in your prevention strategy development?
4. Select a Latino cultural event (independence day, quincienra, bautismo, matrimonio etc and develop a strategy based on your coalitions stage.

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GROUPS SHARE THEIR FINDINGS

7 minutes each

Group # 3

Group # 2

Group # 1

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