

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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TERROS

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Busting Myths, Breaking Barriers: Developing Culture and
Linguistic Responsiveness to Reduce Disparity Across Behavioral
Health and Health Systems

Phoenix Arizona

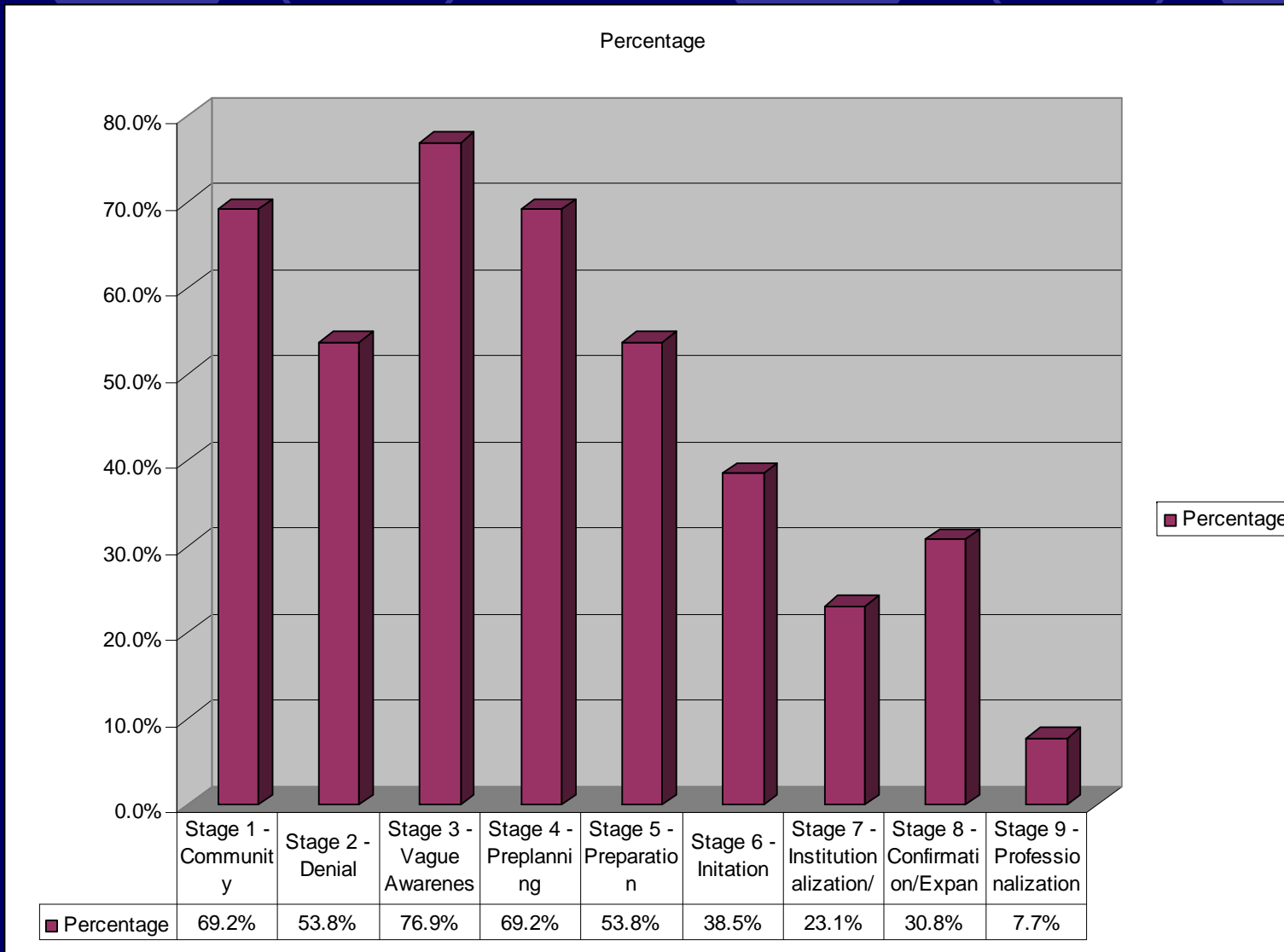
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PRESENTATION OUTLINE

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

COPE COALITION READINESS SURVEY RESULTS



STAGES OF DISSEMINATION, UTILIZATION, AND ADOPTION OF INNOVATIONS

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

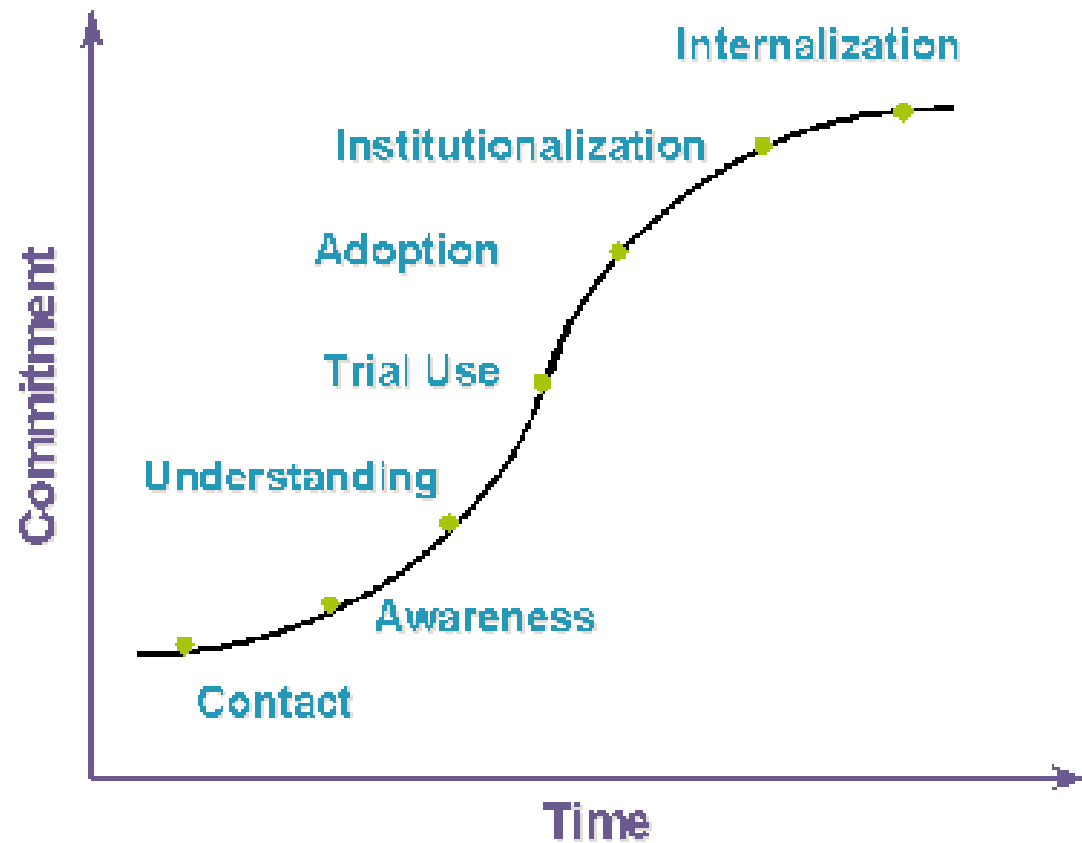
DISSEMINATION AND UTILIZATION OF INNOVATIONS

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

ADOPTION PROCESS REFLECTED AGAINST VARIABLES OF TIME AND COMMITMENT

Figure 2. *The standard technology adoption S-curve.*

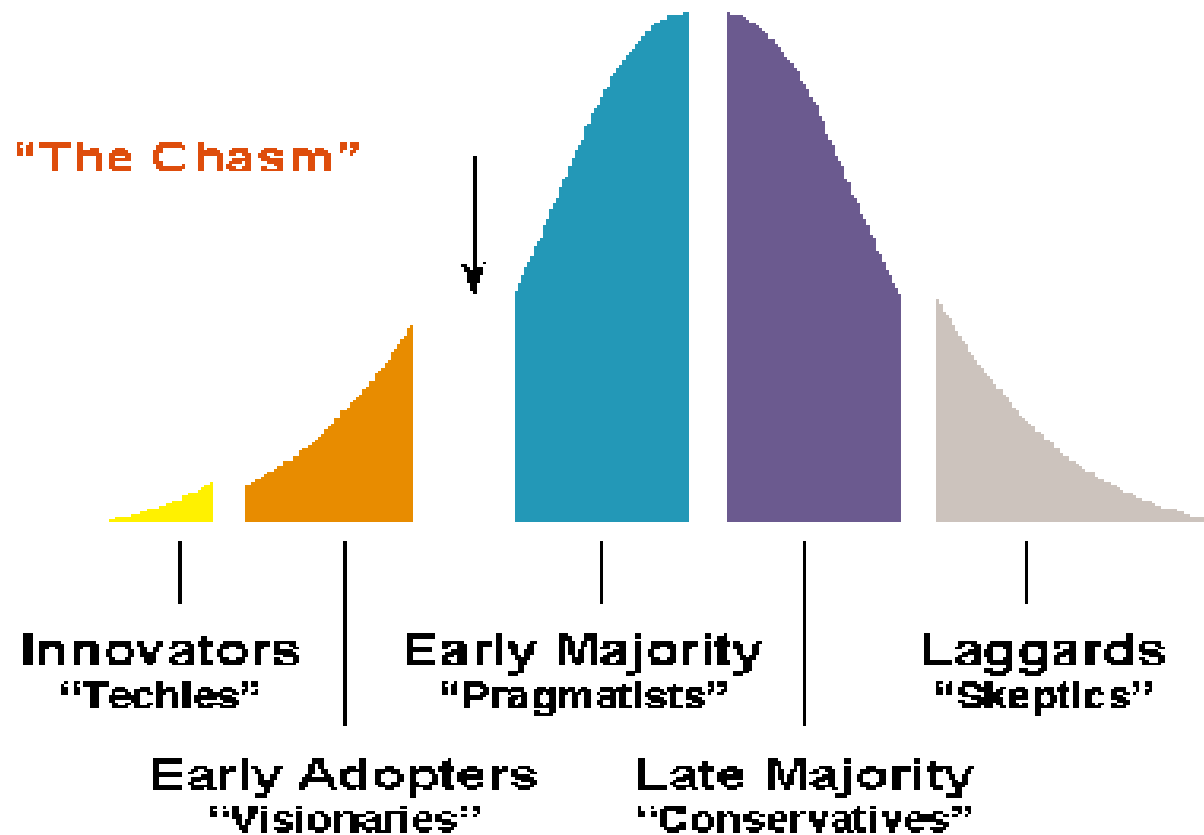


TYPES OF ADOPTERS

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

ADOPTERS DISTRIBUTION AS NORMAL CURVE

Figure 1. *Crossing the chasm between visionaries and pragmatists.*



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), 1. ACA



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

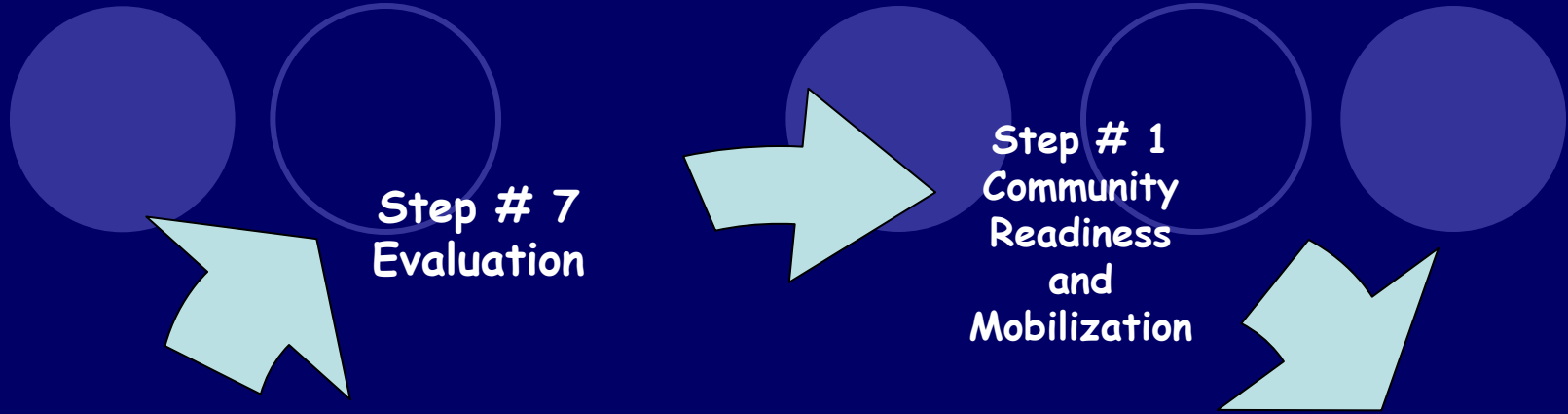
Evaluation design, core measure, process and outcomes.

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



Western Center for the Application of Prevention Technologies

WestCAPT

Step # 6
Best Practice

Step # 2
Needs
Assessment

Step # 3
Prioritizing

Step # 4
Resource
Assessment

Step # 5
Focus
Efforts

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 workgroups, committees, defines roles and responsibilities, celebrates successes.

6. Sustainability

Broad base of supports, financial, ongoing evaluation, addresses concerns of stakeholders and publishes results

CULTURAL VALUES

FOOD

MUSIC

LANGUAGE

CUSTOMS

ATTITUDE

BELIEFS

VALUES

EARTH

PEOPLE

UNKNOWN

ADAPTATIONAL SPHERES

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

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 thorough

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.

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, quincienara, bautismo, matrimonio etc and develop a strategy based on your coalitions stage.



GROUPS SHARE THEIR FINDINGS

7 minutes each

Group # 3

Group # 2

Group # 1

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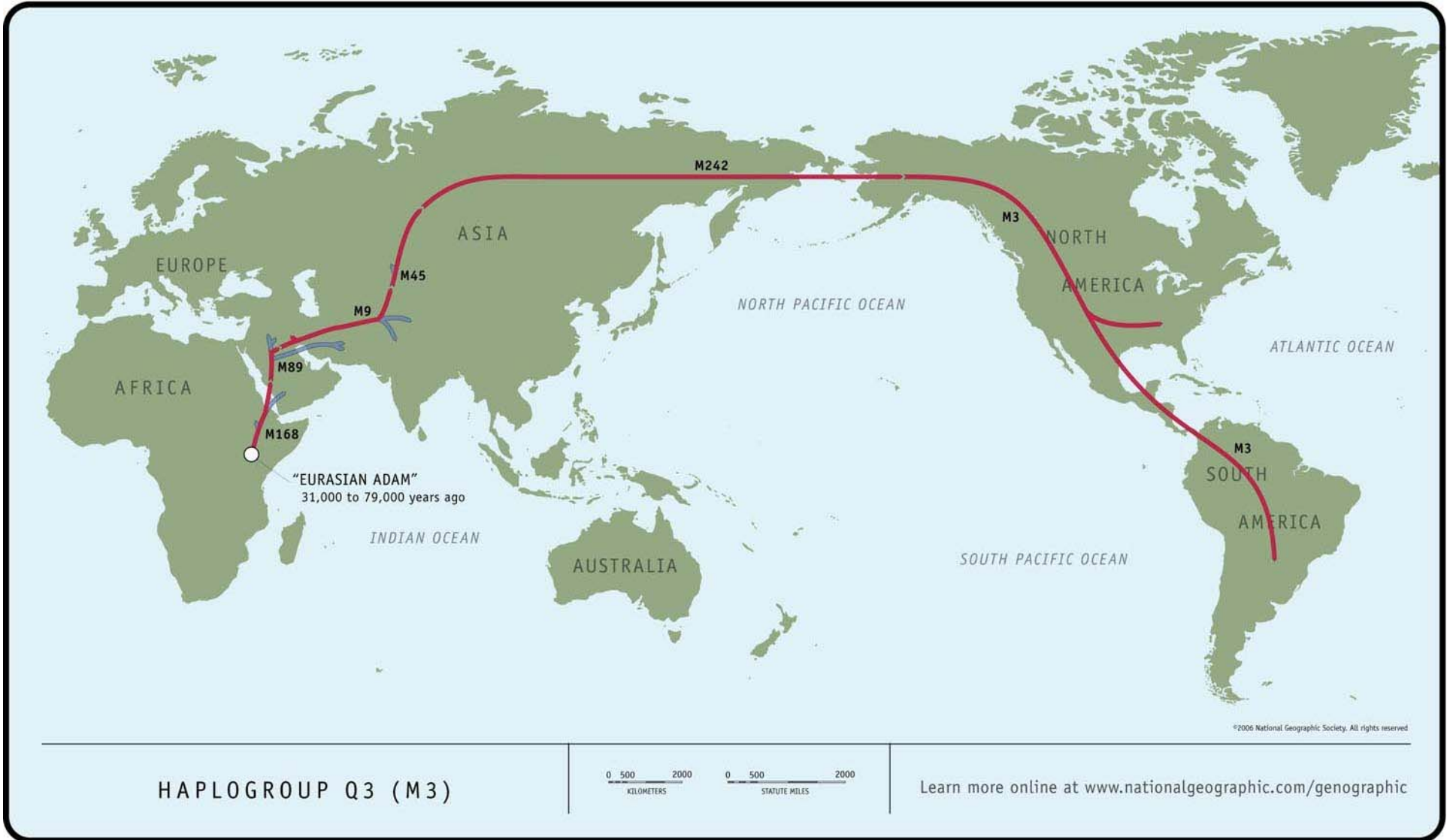
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