

# Assisting Latino Families in Economic Uncertainty

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# Extension Focus

- **Goal of Extension:**
  - Provide programming to underserved populations, including Latinos.
- Providing ***culturally appropriate*** programming can be difficult
  - Requires thoughtful translation of culture & language.



- Why are you here? What are you hoping to get out of this presentation?
- Think of one of your own programs that you can apply these principles.



# Previous Research

- **Key Recommendations for community Latino programs:**
  - **Be culturally responsive** (Hobbs, 2007)
  - **Identify & collaborate** with key Latino individuals & organizations
  - **Include** the Latino community in program planning
  - **Recruit** Latino volunteers & program participants through trusted Latino community groups (Sousa, Gregory, Campbell, Dasher, & Snell, 2007)



# Latino Advisory Councils


- **HOW?**
  - Recruit a Volunteer Latino Advisory Council
- **Step #1:** Identify key Latino individuals in the community.
  - **Activity:** Make a list of these individuals for your community



# Latino Advisory Councils

- **Step #1:** Identify key Latino individuals in the community
  - **Volunteer Advisory Council** → Program instructors
    - Latino churches, banks, Latino organizations, University faculty, Latino-owned businesses, Latino markets, schools via Latino liaison, etc.
  - **Program Volunteers** → Child care
    - Faith-based groups, high school Spanish club, University Spanish club, etc.
- **Activity continued:** Can you add to your list?

# Latino Advisory Councils

- **Step #2:** Invite these individuals to volunteer as part of a Latino Advisory Council to provide guidance on Latino Extension programs.
  - **Our invitation**  **dinner at local restaurant**
    - What is the need for this community?
    - Who are some trusted instructors?
      - Increases retention in the program
    - Who are some trusted volunteers?
    - Why we determine the topic for the program—not the advisory council.

# Latino Advisory Councils

- **Lessons learned:**
  - Provide child care (family comes together)
  - Provide dinner
  - Prefer Native Latino Spanish speakers as presenters
  - 6 week series is too long
  - Trust concerns:
    - “legal status not important”
    - Location, location, location
      - Local elementary school
      - High population of Latinos





# Curriculum

- Translated “Take Charge of Your Money”
  - Start with the basics
    - Banks in the U. S. are safe to place your \$
      - Types of bank accounts
    - Concepts/definitions: CD’s, money market, investments
    - Why/how insurance saves money
  - Latinos are good at saving money, let them describe how and where they save money
  - Help with long term goals and vision with money



# Evaluation



- **Feedback post-program from Advisory Council**
  - Suggestions for the next program series
- **Participant evaluations**
  - “I really appreciate this great opportunity of receiving these classes because they have helped me in my life. I liked learning how to carry a balance in my checkbook and how to live without debts. Thank you for your time.”
  - “Now I always have in mind how much I earn and how much I can spend.”
- **Thank you dinner for presenters, Advisory Council & janitors**

# Apply

- **Put into Action:**
  - Think of one of your **existing** extension programs
  - How can you provide this program to an ***underserved audience*** in your area using the above process?



Questions?

