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

Presented By:
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Vice President of Diversity
TERROS

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
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

<table>
<thead>
<tr>
<th>Stage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1 - Community</td>
<td>69.2%</td>
</tr>
<tr>
<td>Stage 2 - Denial</td>
<td>53.8%</td>
</tr>
<tr>
<td>Stage 3 - Vague Awareness</td>
<td>76.9%</td>
</tr>
<tr>
<td>Stage 4 - Preplanning</td>
<td>69.2%</td>
</tr>
<tr>
<td>Stage 5 - Preparation</td>
<td>53.8%</td>
</tr>
<tr>
<td>Stage 6 - Initiation</td>
<td>38.5%</td>
</tr>
<tr>
<td>Stage 7 - Institutionalization/Expansion</td>
<td>23.1%</td>
</tr>
<tr>
<td>Stage 8 - Professionalization</td>
<td>30.8%</td>
</tr>
<tr>
<td>Stage 9 - Institutionalization</td>
<td>7.7%</td>
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</tbody>
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STAGES OF DISSEMINATION, UTILIZATION, AND ADOPTION OF INNOVATIONS

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

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.

- Contact
- Awareness
- Understanding
- Trial Use
- Adoption
- Institutionalization
- Internalization

Time
Commitment
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.

"The Chasm"

Innovators
“Techies”

Early Majority
“Pragmatists”

Laggards
“Skeptics”

Early Adopters
“Visionaries”

Late Majority
“Conservatives”
STAGES OF CHANGE

1. Pre contemplation  Lack of awareness 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

## Strategic Prevention Framework

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1. ASSESSMENT</td>
<td>Community geographic, Indicator data, community demographics, priority population, select outcome domains. Choose risk and protective factors for your project. Assessment report</td>
</tr>
<tr>
<td>2. CAPACITY</td>
<td>Identify resources, assess your human and material resources, review strengths and weaknesses, document your funding sources. Capacity report.</td>
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<tr>
<td>3. PLANNING</td>
<td>Create plan, resource physical, personnel etc., select program and practices that best fit your environment.</td>
</tr>
<tr>
<td>4. IMPLEMENTATION</td>
<td>Track progress of plan noting any issues in implementation.</td>
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<tr>
<td>5. EVALUATION</td>
<td>Evaluation design, core measure, process and outcomes.</td>
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<tr>
<td>6. CULTURAL Comp.</td>
<td>Contexts assessment, dominant versus non-dominant values, values examination, race and color, economic</td>
</tr>
<tr>
<td>7. SUSTAINABILITY</td>
<td>Community adoption of program, policy or procedures on an ongoing basis</td>
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Western Center for the Application of Prevention Technologies

WestCAPT

http://captus.samhsa.gov/western/resources/index.cfm
# STAGES OF COMMUNITY MOBILIZATION

<table>
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<tr>
<th>Stage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1. Entry Initiating</td>
<td>Persons aware of problems, contact key individuals and significant constituencies for involvement move towards awareness and involvement</td>
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<tr>
<td>2. Readiness</td>
<td>Emerging Coalition starts: assessment of community readiness, develops networks, resources and linkages</td>
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<tr>
<td>3. Assessment</td>
<td>Coalition conducts assessment of problems, resources, underlying problems, social political environment, individual and community values.</td>
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<tr>
<td>4. Planning</td>
<td>Both strategic and action plan, goals objectives, tasks activities. Includes coalition maintenance and expansion, leadership development</td>
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<tr>
<td>5. Implementation</td>
<td>Develop workgroups, committees, defines roles and responsibilities, celebrates successes.</td>
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<tr>
<td>6. Sustainability</td>
<td>Broad base of supports, financial, ongoing evaluation, addresses concerns of stakeholders and publishes results</td>
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CSAP Centers for Applied Prevention Technology
CULTURAL VALUES

- Food
- Music
- Language
- Customs
- Attitude
- Beliefs
- Values
## ADAPTATIONAL SPHERES

<table>
<thead>
<tr>
<th><strong>DEMISSIONS</strong></th>
<th><strong>VALUE ORIENTATIONS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PEOPLE TO NATURE RELATIONSHIPS</strong></td>
<td><strong>Subjugation:</strong> Life is determined by external forces</td>
</tr>
<tr>
<td></td>
<td><strong>Harmony:</strong> with Nature, people and nature co-exist</td>
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<tr>
<td></td>
<td><strong>Mastery:</strong> Our challenge is to conquer and control nature</td>
</tr>
<tr>
<td><strong>PEOPLE TO PEOPLE TO OTHER HUMANS</strong></td>
<td><strong>Lineal:</strong> Vertical, leaders and followers</td>
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<td></td>
<td><strong>Collateral:</strong> Consult with family, friends, clan, etc Interdependent</td>
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<td></td>
<td><strong>Individualist:</strong> Autonomy and self sufficiency is paramount</td>
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<tr>
<td><strong>WHAT IS THE HUMAN ACTIVITY MODALITY</strong></td>
<td><strong>Being:</strong> It is enough to just be</td>
</tr>
<tr>
<td></td>
<td><strong>Being in becoming:</strong> Out purpose in life is to develop our inner self</td>
</tr>
<tr>
<td></td>
<td><strong>Doing:</strong> Being active and working hard will be rewarded</td>
</tr>
<tr>
<td><strong>WHAT IS THE TEMPORAL FOCUS OF HUMAN LIFE</strong></td>
<td>The <em>past</em> is important learn from history</td>
</tr>
<tr>
<td></td>
<td>The <em>Present</em> moment is everything don't worry about manana</td>
</tr>
<tr>
<td></td>
<td>The present is sacrificed for a better tomorrow or <em>future</em></td>
</tr>
</tbody>
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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 thorough
WORKSHOP ASSIGNMENT # 1

15 Minutes

1. Break up into three groups, count off by 1, 2, 3. Separate out by group number.

2. Introduce yourself 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, quincieenera, 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
Selected Bibliography

*American Journal of Community Development Society.* 33, (1). Pp 86+


http://www.cbsys.ago.state.ma.us/healthcare/hccbcomat.pdf
http://ctb.ku.edu/en/
http://captus.samhsa.gov/western/arizona.cfm
http://captus.samhsa.gov/national/resources/library.cfm
http://gocyf.az.gov/SAP/
http://prevention.samhsa.gov/
http://www.azdhs.gov/bhs/index.htm
HAPLOGROUP Q3 (M3)

“EURASIAN ADAM”
31,000 to 79,000 years ago

Learn more online at www.nationalgeographic.com/genographic