Increasing Hispanic Participation at The Door/ La Puerta

Carla Rodriguez, MD Candidate, SOURCE Service Scholar
Johns Hopkins School of Medicine (contact: crodri61@jhmi.edu)

Jim Davenport, The Door
Baltimore Urban Leadership Foundation

Introduction

The Door is a non-profit organization that facilitates the growth of the community and its youth through "youth leadership, community building, and family strengthening." With the increasing number of Hispanics in the area, The Door is opening its doors to allow the Hispanic community to utilize its various services including a food pantry and an afterschool care program for students at Commodore John Rogers (CJR). This project will increasingly allow The Door to better aid the Hispanic population by facilitating a means of communication and understanding their growing need. I, with several volunteers, researched various methods to better engage the Hispanic population and allow those students and community members to foster growth in The Door’s mission.

CJR Demographic and Test Scores

<table>
<thead>
<tr>
<th></th>
<th>2019 Percentage of Exceedance</th>
<th>2018 Percentage of Exceedance</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>54.5</td>
<td>49.5</td>
</tr>
<tr>
<td>White</td>
<td>70.6</td>
<td>65.7</td>
</tr>
<tr>
<td>Hispanic/Other</td>
<td>41.1</td>
<td>36.2</td>
</tr>
<tr>
<td>Other</td>
<td>19.6</td>
<td>15.3</td>
</tr>
</tbody>
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Introduction Data:

Only 14.3% of those who have met or exceeded proficiency in Math are compared with 39.5% at the state level.

Lessons Learned:

- The importance of providing continuing support.
- The importance of having a plan with deadlines.
- The importance of communicating with your CBO preceptor to ensure the process is moving along as planned.

Timeline: The importance of having a plan with deadlines.

Patience: Realizing that starting a program takes time and you may not be able to see the finished project of what you have planned.

Time management: Realizing that everyone has different schedules and one must not fall behind on their project.

Acknowledgements:

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Contact information:

Jim Davenport: jdavenport@amertechcorp.com
Tehma Hallie: tehmahallie@yahoo.com
Ronae Brock: Ronae1@live.com

Youtube video with a description of the project:

https://youtu.be/7vltvZxQZ8U

Communication Framework

Objectives & Target Audiences

- Set outreach objectives
- Identify target audiences and lists
- Messaging
  - Create clear, compelling messaging
  - Tailor for target audiences
- Data Collection
  - Collect information on audience and reach
  - Use data to adjust implementation
- Tactical Execution
  - Develop materials
  - Communicate via appropriate channels
- Outreach Strategy
  - Plan timing
  - Identity communication partners/resources

Communication Framework

Community Needs Assessment:

- The kinds of services parents access
- The people parents trust to provide info on their family’s well being
- Parents use of media outlets
- Ideas on how to best communicate with them
- Preferred term (Hispanic or Latino) and reasons for that preference
- Accommodate varied work schedules

Volunteers:

- Volunteers with high literacy levels in Spanish
- Full time Bilingual Tutor
- High school students- service-learning hours
- Community service liaisons from colleges to recruit more consistent volunteers
- Build partnerships with advanced Spanish classes: UMMD, JH, universities, Loyola, UMB students, Stevenson (offer service-learning component and reach out to field coordinators)
- Adelante Latina- rising bilingual high schoolers

Next Steps

Outreach Strategy:

- Partner with well respected community members. Ex: medical providers or faith leaders. They can also help with a needs assessment.
- Focus on Latino children and families. Most Hispanics are young kids (US and native born)

Tactical Execution:

- Messages should inform and/or inspire action by your intended audience.

Data Collection:

- Track your results after each outreach strategy to see what works and what does not work.

Lessons Learned:

- How do we better engage the Hispanic students/families to take advantage of the resources offered in the afterschool care program?
- How do we better serve our students to increase their educational ability?
- How do we better engage the Hispanic population in the community?
- How do we better engage the Hispanic population to take advantage of the resources offered in the afterschool care program?
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