

PROGRAM DELIVERY STRATEGIES

This section focuses on inviting and including Latino families in 4-H programs. We include checklists on **Outreach and Programs** to help 4-H staff. It is important that the delivery of the 4-H program within Latino communities be culturally sensitive, which usually means being inclusive and bilingual. Experience and research has shown that the most important aspect for the establishment of 4-H is the integration itself of the organization into the community through outreach, recruitment and inclusion in decision-making. Parents and communities already



care for their youth, so joining existing groups in that goal is smart. Other key program elements include creating a physically and emotionally safe setting for youth. For example, ensure income or legal status is not stigmatized; build on assets unique to Latino bicultural and bilingual youth; engage youth, family, and the community in program matters (Erbstein & Fabionar, 2014). To make a meeting inviting to the Latino audiences, use the tips in the box **Creating a Welcoming Group Meeting** (Hobbs 2009).

Key Principles

- **We Don't Do It Alone.**

When delivering programs, planning activities, making materials or carrying out activities, plan to use community members, gatekeepers or staff to share and inform the work.

- **Assume Bilingual.**

First-generation families often have Spanish-speaking parents and bilingual children; always prepare to inform both by preparing marketing, programs and communication in both languages or a mix, as appropriate.

Are you ready for OUTREACH?

- Does your flyer identify the benefit to kids? Latino parents are more likely to attend when that purpose is spelled out.
- Having trouble with attendance? You have to go to them. To show interest in families, visit them in their environment (space, home, activities) and, once comfortable with you, they will come to activities in other spaces.
- Why be alone in this? Ally with the targeted community organizations and key people to carry out successful activities. Your association with them will make you “safe.” For example, when in a church environment, that community leader making the announcement adds trust.

Creating a Welcoming Group Meeting

- Consider the daily schedule of the participants when setting times.
- Make personal invitation to the meeting through visits or phone calls.
- Supplement personal invitations with print information (flyers, posters) written in Spanish or Spanish/English.
- Recruit Latinos by advertising in Latino churches, Latino markets, Latino businesses, and Spanish newspapers instead of primary newspapers or calling lists.
- Utilize Spanish radio spots. Recruit a Spanish speaking volunteer to do the radio spots on your behalf if you do not speak Spanish.
- Hold meetings in locations where the people will be comfortable.
- Make it a social event with food, door prizes, and possibly music as a part of the meeting.
- Have something for people to do or look at when they arrive before the meeting begins.
- Accommodate language preferences. Ask at the start which language the group prefers.
- Greet people at the door as they enter and thank them individually as they leave.
- Plan for late arrivals. Keep the meeting room door open, position a staff member near the door to quietly welcome latecomers.

Marketing tips

- Are your materials bilingual? Can everything be read by English or Spanish monolinguals?
- Did you forget radio spots? They still work in Spanish media. Local TV spots work too.
- Did you do a *What's Up* announcement? Internationals use it a lot.
- Are you up to speed in social media? Studies show that U.S. Latinos are more connected than the mainstream population. Use [#Somos4H](#)
- Think you're done? Follow your initial contact with a personal invitation. Tell them who is coming; Latinos like to come as groups.
- Who's all that? Identify the gatekeepers in the area and make sure they invited, onboard and attending.

So you think you have a PROGRAM? As a 4-H staff member, ask yourself:

- Is this your program or one that the Hispanic/Latino community want or needs?
- Do you have an assistant/volunteer who can bridge with the participants?
- Did you include a community member to design the program?