

# **Toolkit**

## **Providing Quality Services to Latinos**

### **Introduction**

- Who is Latino Commission on AIDS
- What is the Deep South Project

### **Need for toolkit**

- Recommendations from round table meetings
- How the toolkit is organized
- How to use the toolkit

### **HIV/AIDS among Latinos in the South**

- Demographics – Latinos in US, Deep South
- HIV/AIDS rates
- Health services disparities

### **Establishing and monitoring culturally and linguistically appropriate services**

- Definitions of Culture, Cultural Competence, diversity
- Explanation of CLAS
- Applying CLAS at local sites
- Assessing materials for literacy levels
- Use of bilingual staff
- Use of interpreters and translators
- Checklist for Organizational cultural competence
- Checklist for applying CLAS
- Other resources (e.g. interpreter training)

### **Needs assessment**

- Why an assessment
- Description of different types of needs assessments
- What do you want/need to assess
- Who should conduct the assessment
- Checklist to decide on needs assessments to conduct (formal, Informal)

### **Reaching out to immigrant faith communities and leaders**

- Challenges in reaching out to faith communities
- Successful strategies for working with faith communities
- Which faith communities can we reach out to?
- Why and how to reach out to faith communities
- Checklist on efforts to reach out to faith communities

### **Policy monitoring and advocacy**

- State policies on service delivery to all citizens
- State policies on service delivery to undocumented
- Organizational policies
- Recruiting Latino board members, staff, volunteers
- Checklist to assess policies and procedures

### **Community resource identification and mapping**

- Assessing community resources
- Who are the natural leaders/advocates in the community?
- Identify agencies that provide services to Latinos
- Establishing and maintaining relationships with community partners
- Checklist for identifying community resources

### **Social marketing**

- Assessing best media outlet for marketing
- Guidelines for developing print, audio, visual materials
- How to work, contact, communicate and work with the media
- Checklist for social marketing

### **Use of Spanish-language media**

- Models and samples of effective marketing to Latinos
- Identifying popular media in your community
- Relationship building with media entities
- Checklist for use of Spanish-language media

### **Selecting and preparing for behavioral interventions**

- Description of DEBIs
- Description of EBIs & other classes of interventions (e.g. “home-grown”)
- What interventions are being used in the Latino Community?
- Which intervention will serve our population best?

- What resources will be required?
- What training does the staff need?
- Is our program culturally responsive?
- Checklist for choosing appropriate DEBI

#### **Accessing Training, Technical Assistance, Resources**

- Capacity building assistance
- Training for DEBIs
- Grant writing
- Dealing with organizational change
- Checklist for assessing training needs

#### **Appendix**

- Best practices for providing services to Latinos
- Sample of needs assessment
- Guidelines
- Resources