

Lobby

If you were a tree, what would you be and why?



Northwest (HHS Region 10)

PTTC

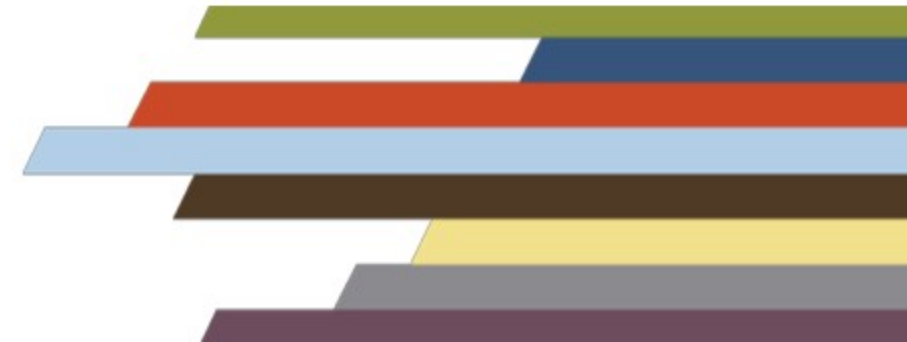
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



Empoderando Familias

When Translation is Enough.

*Trevor H MPHS, Briana C. MSW, Clair R. CPS and
Michelle Kutnyak MPH*





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The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science
Graduate Program

WASHINGTON STATE UNIVERSITY



Disclaimer

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ACTIVIDAD



“We don’t see things as they are, we see them as we are.” Anais Nin.



Who We Are, What We Do & Why?

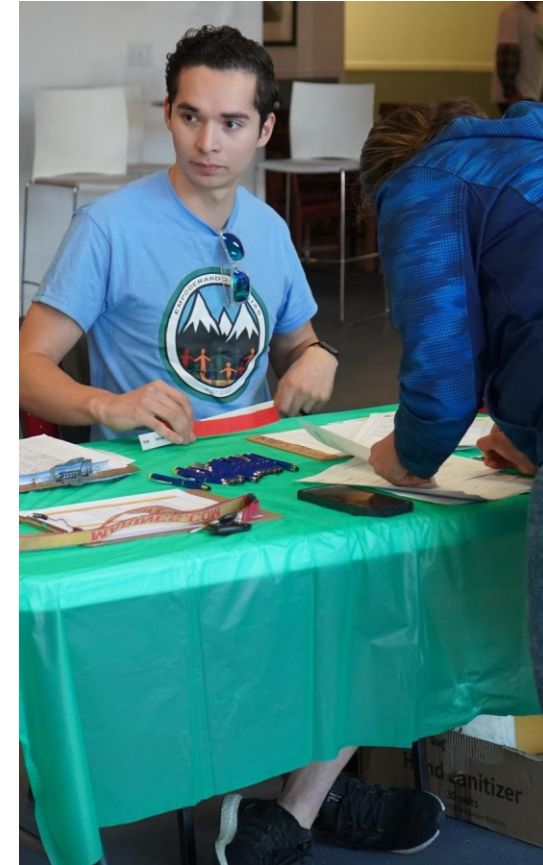
Vision

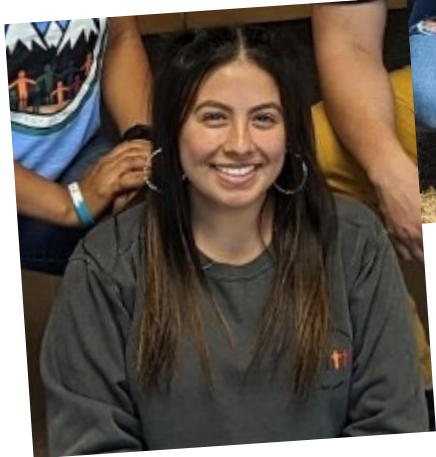
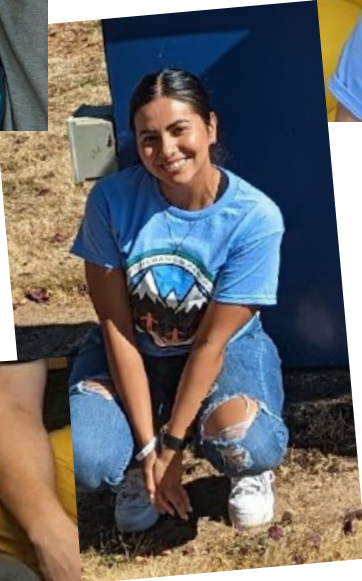
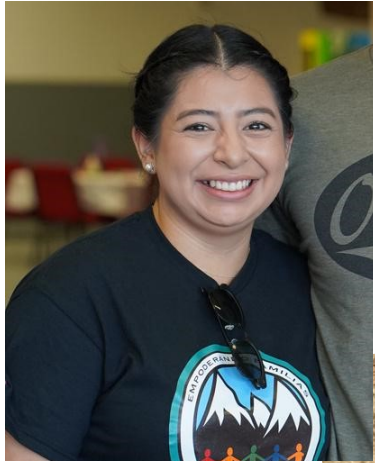
- WE STRIVE TO PROVIDE SPANISH SPEAKING FAMILIES THE OPPORTUNITY TO PARTICIPATE IN TRAININGS, SEMINARS, CLASSES, PROGRAMS, WITHOUT THE NEED FOR TRANSLATORS.



Mission

- PULL TOGETHER PROFESSIONALS FROM THE PORTLAND METRO AREA TO DEVELOP OPPORTUNITIES FOR NATIVE SPANISH SPEAKERS AND THEIR FAMILIES TO RECEIVE HIGH QUALITY AND CULTURALLY RESPONSIVE YOUTH SUBSTANCE USE PREVENTION EDUCATION AND RESOURCES.





The EF Crew:

Who, What & Why?

Topic/Target Audiences:

Latinx Families Across the Tri-County Area

Learning Objectives:

Design Flexible Culturally Appropriate engagement strategies.

Identify cultural needs of community engagement principles

Who, What & Why?

Buckle up the ones you love



**it's not just the information
about the particular issue
that is important.**

Oregon: Fun Facts

- **Growth faster than the national rate in each of the last three decades.**
- **In 2022, Oregon's Population of Latinos was 588,757. More than half of that population live within the Tri-County Area**
- **Translation Services are limited.**



Quick Facts:

1

INDUSTRY INFLUENCE

- Advocacy for cannabis and alcohol is powerful
- 49% gap in substance use disorder services

2

TREATMENT NEEDS:

- Oregon now ranks 2nd in the country for substance use disorder
 - 7th worst in access to treatment
 - 1st in prescription opioid misuse
 - 1st in methamphetamine use



KEY INGREDIENTS TO SUCCESS:

Data

Data revealed large gaps in Culturally relevant education

Fundin

A mix of funding sources were available during our planning.

Partnershi

Cultural and Community Buy-in Occurred early.

Common Mistakes to Avoid:

- Not creating a conducive environment
 - for sharing – “lab mice”
- Not accounting for literacy levels
 - Surveys vs. Conversation.
- Not giving back.



Effective Strategies



- Establish Trust- Pre & Post
- Knowledge of both need culture & role of community
- Action-oriented



Festivales

¡Asociado En Eventos !



Salud Mental



- Established funds to provide information and training to community planning partners about risk factors about opioid use.
- Identify educational needs of partners & families
- Partners had Interest- But Needed Data & Training

Our Solutions



**Increase Awareness:
Resources**



**Accommodate &
Acknowledge
Cultural Realities**



**Convene
multicultural
experts**



Event BREAKDOWN



Total Attendance: 434

Event Breakdown:

- **Event Theme: Bringing SUD Prevention To Families**
- **Keynote: Dr. Ricardo Olalde**
 - *Risk & Protective Factors*

Featured Activities:

- **Over 14 workshops & Activities**
- **Narcan Training Video**
- **Cultural Ceremony**
- **Resource Fair**
 - **Over 26 vendors**

How it Started

- Understanding the Population
- Data
- What is being provided?
- Culturally relevant



Cultural Humility

Our Model

- Community Liaisons
- Creating a safe environment
- Trust
- Aspirations of the community

Benefits

- Empower Families and youth



Analysis Latinx Stakeholders

- The interviews revealed disconnection in the knowledge and resources available.
- Families were prepared to receive education.



"I have a lot of interest in knowing more [youth substance use prevention], but I'm limited because those programs are in English like everything else... I feel like I'm missing out" – Father

Approach to solving common barriers

- Create conducive environments for families.
- Be open, creative, and ***persistent***.
- Exercising cultural humility takes ***more than listening*** - it requires **validation** and **trust**.
- Seek out partners that are connected to families ***in unique ways***.
- Having a science informed & community driven ***mission and plan*** are key.
- Eliminate phased plans.
- Build a trusted team of ***community liaisons*** with different ties to the community.

Outcomes and Implications

Approaching a program with **humility** and a **willingness to learn** is crucial to implementing health education programs within the community, especially when they are communities that have been traditionally disadvantaged.

- **Builds Trust**
- **Creates & Strengthens Bonds**
- **Informs Current and Future Practice**

Builds & Demonstrate Trust

- Bring in others
- Guide and step aside
- Listen & Adapt
- Follow through
- Empower community/cultural experts with trust (ex. Community members)



Creates & Strengthens Bonds w/ the community

- Trust will strengthen bonds and effectiveness
- Prioritize people rather than evidence-based practices
- Continuous process

Informs Current and Future Practice

- Trust the community to inform practice
- What's working and what's not?
- Ask for feedback
- Implement feedback

Beyond Translation

- Full effort
- Utilize trust & bonds
- Comprehensive delivery- questions
- Think ahead- what's next?



References

- <https://www.census.gov/quickfacts/fact/table/OR/PST045222>
- <https://www.seattletimes.com/seattle-news/northwest/oregons-latino-communities-flourish-as-their-populations-grow/>

Contact Information

Trevor Higgins- PROGRAM PLANNER SENIOR-
Clackamas County Children Family Community Connections
Thiggins@clackams.us

Briana Correa Social Worker
Barcelona Counseling
Bcorrea@barcelonacounseling.org

Clair Rajoul- Addictions Prevention Coordinator Program
Supervisor
Multnomah County Health Department
Clari.rajoul@multco.us

Michel Kutnyak-Prevention & Policy Coordinator
NORTHWEST FAMILY SERVICES
Mkutnyak@nwfs.org



Thank you!

