

## How to Build Partnerships with the Latino Community

### Hispanic and Latino Communities in California

The Hispanic or Latino community represent **39.4% of Californians**. They bring a wonderful array of cultural and economic richness to the state.

### Why Build Partnerships?

Building partnerships with the Latino community helps address Latino youth needs, and everyone may benefit from Latino community resources.



Invest time to understand your diverse local Latino community – their needs and opportunities.

### Tips in Building Partnerships

- 1. Understand your local Latino community.**
  - Invest time to understand the make-up, history and culture of your diverse local Latino community. Diversity comes in many forms including: length of residence in the United States, nations and regions of origin, immigration authorization, socioeconomic status, racial or ethnic background, and preferred spoken language or dialects.
- 2. Map networks and organizations that serve Latino youth and families.**
  - Map social networks and key organizations. Learn from their web presence and by participating in community collaboratives. These are some organizations to start with: ELAC (English Learner Advisory Committee), PTA (Parent Teacher Association), Afterschool Alliance, Hispanic Chamber of Commerce, and Boys and Girls Clubs. Also consider faith-based organizations, migrant programs, government agencies, and community members.
  - Consider which organizations have greater reach and impact? Which organizations are pursuing programs that align well with UC ANR's mandate.
- 3. Build relationships and trust**
  - Reach out to the leadership of key organizations or associations. Meet and learn about their program goals, needs, and structure. Such conversations help build trust and mutual respect.
  - Identify how the 4-H program can connect to the goals of other youth programs, and leverage resources to meet common identified needs.
  - Tap into individual and shared Latino assets, and integrate youth, families, and community leaders into program design, implementation, and evaluation.
  - Build relationships with parents and caretakers. Note that some parents may have had negative experiences with formal organizations
- 4. Monitor and strengthen 4-H program reputation.** Don't guess or self-evaluate. Ask the program participants and listen to what they say as directly as possible.
- 5. Form an advisory board.** Form an advisor group composed of internal and external Latino stakeholders to help identify perceptions about 4-H and 4-H programs that resonate with community members.