



# Central American Resource Center SF (CARECEN SF)

Serving the Latinx & immigrant communities since 1986

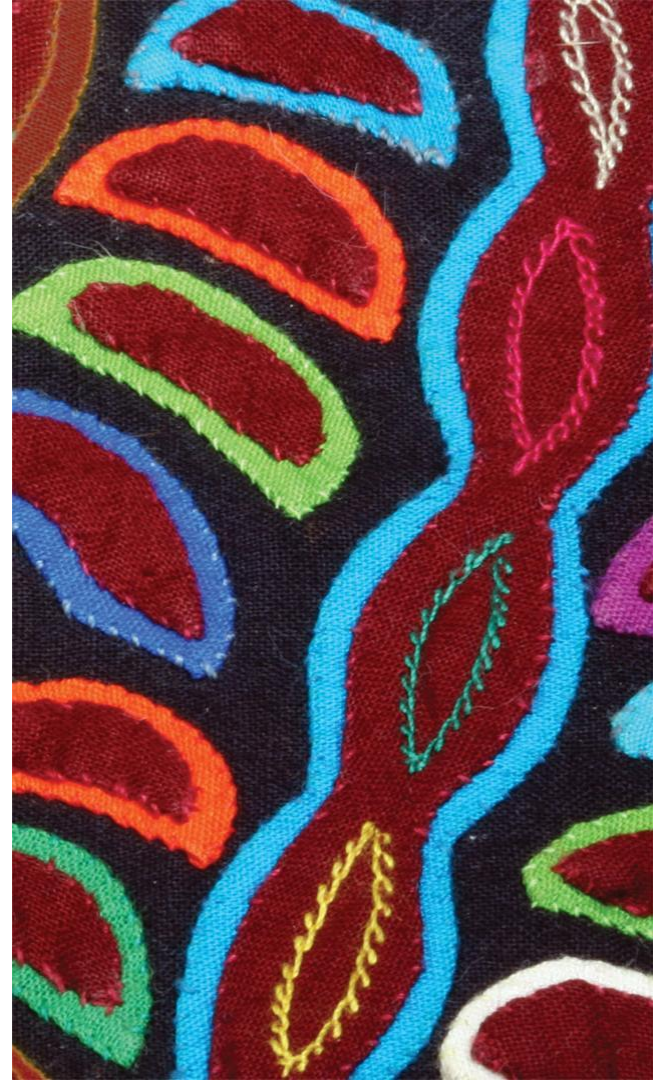


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# Presentation Agenda

1. CARECEN SF Overview
2. Summary of the PSE Project
3. Summary of the Program Budget
4. Evaluation Methods





# CARECEN SF Overview

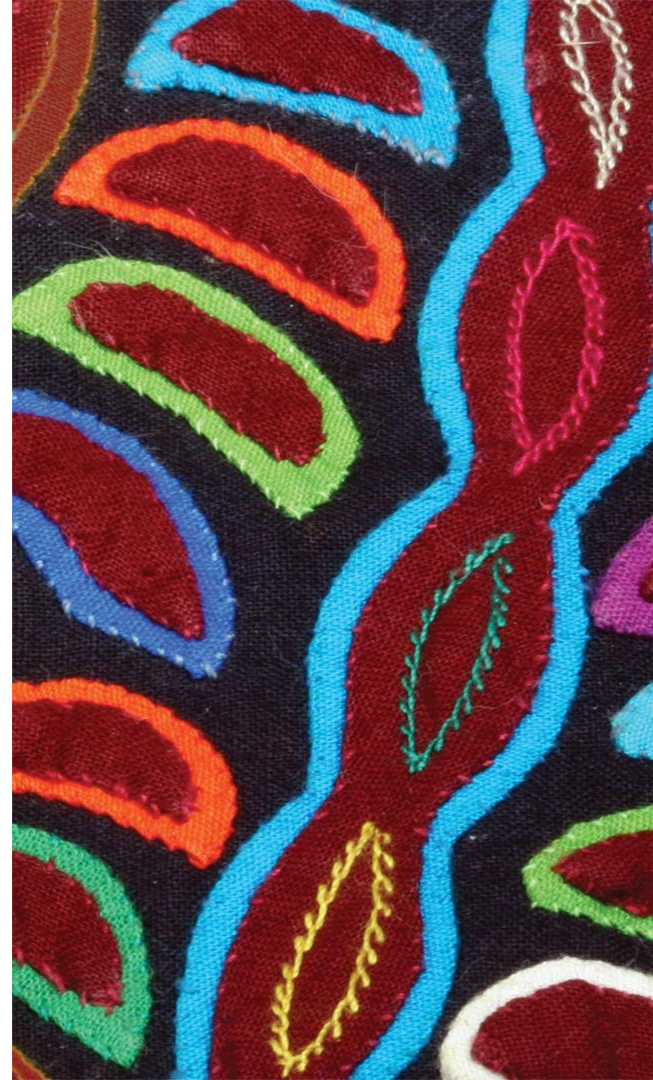


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# Our Mission

CARECEN SF empowers and responds to the needs, rights, and aspirations of Latinx, immigrant, and under-resourced families in the San Francisco Bay Area, building community leadership to pursue equity and justice.



# Our Core Pillars

- **Provide excellent social services** in a culturally, linguistically responsive way that supports and strengthens the communities we serve in the San Francisco Bay Area
- **Advocate** for policies that promote immigrant rights, integration, & wellbeing alongside other community based organizations, allies, and key stakeholders
- **Build and sustain relationships** with sister organizations in Central America to strengthen cultural ties, historical roots and movements, as well as address the key drivers of migration





# Our Programs

- Legal Immigration Program
- Second Chance Youth Program & Tattoo Removal Clinic
- Family Wellness Program
- Health Promotion Program



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# Our Health Promotion Program

- Trains Promotoras de Salud/Community Health Promoters to promote healthy eating & active living in SF Latinx populations via community education while exploring how culture & traditions can improve community health
- Top health issues we address are type 2 diabetes/obesity prevention & children's oral health
- Educational workshops are provided in Spanish at CARECEN SF offices, Parque Niños Unidos, other community spaces & zoom
- Eligibility: Low-income San Francisco families



*Promotoras de Salud*



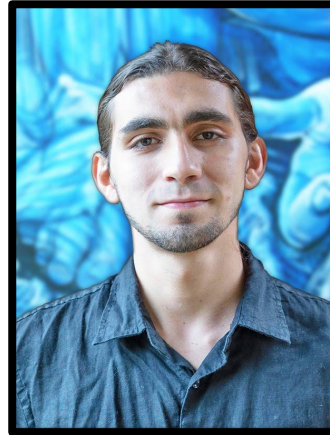
# Our Health Promotion Program Staff



*Vanessa Bohm  
Program Director*



*Tomasa Bulux  
Program Manager*



*Marcos Cruz Carpio  
Mission Children's  
Oral Health Task  
Force Coordinator*



*Marco Guillen  
Policy Coordinator*



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# Summary of the PSE Project



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# Policy, System, and Environment (PSE) Project

- The PSE grant was awarded to CARECEN SF in 2020—a new type of project
- Objective: To develop and advocate for community-based policies that will help reduce the consumption of sugary drinks in the Latinx community
- The scopes of work:
  - Enhanced Service Connection
  - Promotora Training
  - Basic Needs Support
  - Health Messaging
  - Community Informed Assessment



# Enhanced Service Connection

- New programming to CARECEN SF
- Promotoras would call community members to:
  - Connect to resources/services during the height of the pandemic
  - Check-in on their wellbeing during shelter-in-place
  - Strengthen relationship and trust
- Examples Include:
  - Information about vaccination sites
  - Special SF Library events/resources
  - Importance of mental health

Fiscal Year	Target Objective	Actual
20-21	50	91
21-22	50	82
22-23	50	72
23-24	50	N/A



# Promotora Training

- A team of 3-5 Promotoras with +15 years of combined experience
- Promotoras are from the community we serve
- Invaluable cultural and language expertise + lived experience
- 12+ trainings per fiscal year
- We support our Promotora team with a wide range of trainings, including:
  - Powerpoint creation
  - How to navigate Google Drive and other platforms
  - Facilitation of virtual workshops
  - Researching different health topics
  - Community assessment tool implementation



# Basic Needs Support

- Provided support to community when most needed
- Support came in the form of:
  - Hygiene supplies
  - Non-perishable foods
  - Fresh fruits and vegetables
  - Cash gift cards
  - Oral health supplies
- Families receiving care packages and food boxes were 200+ per year



# Health Messaging

- Provided information on Covid-19 resources, other health information, community resources, & other resources relevant to the immigrant Latinx community



# Community Informed Assessment

- A new type of project and opportunity for the Health Promotion Program
- Promotora-led effort to gather community input and policy ideas on the topics of sugary drinks, Latinx health concerns, and covid-19
- Collected the following community assessment tools:
  - 200+ Surveys w/ community (Original goal: 100)
  - 3 Focus Groups w/ community
  - 15 Interviews w/ local health equity leaders
  - Surveys and focus groups primarily implemented in Spanish, interviews mostly conducted in English



# Community Informed Assessment (cont.)

After the community informed assessment:

- Analyzed the data collected
- Developed a 50+ page report based on our findings and policy areas to explore
- Currently working on revisions and redesign of PSE report

Presentations on our Findings:

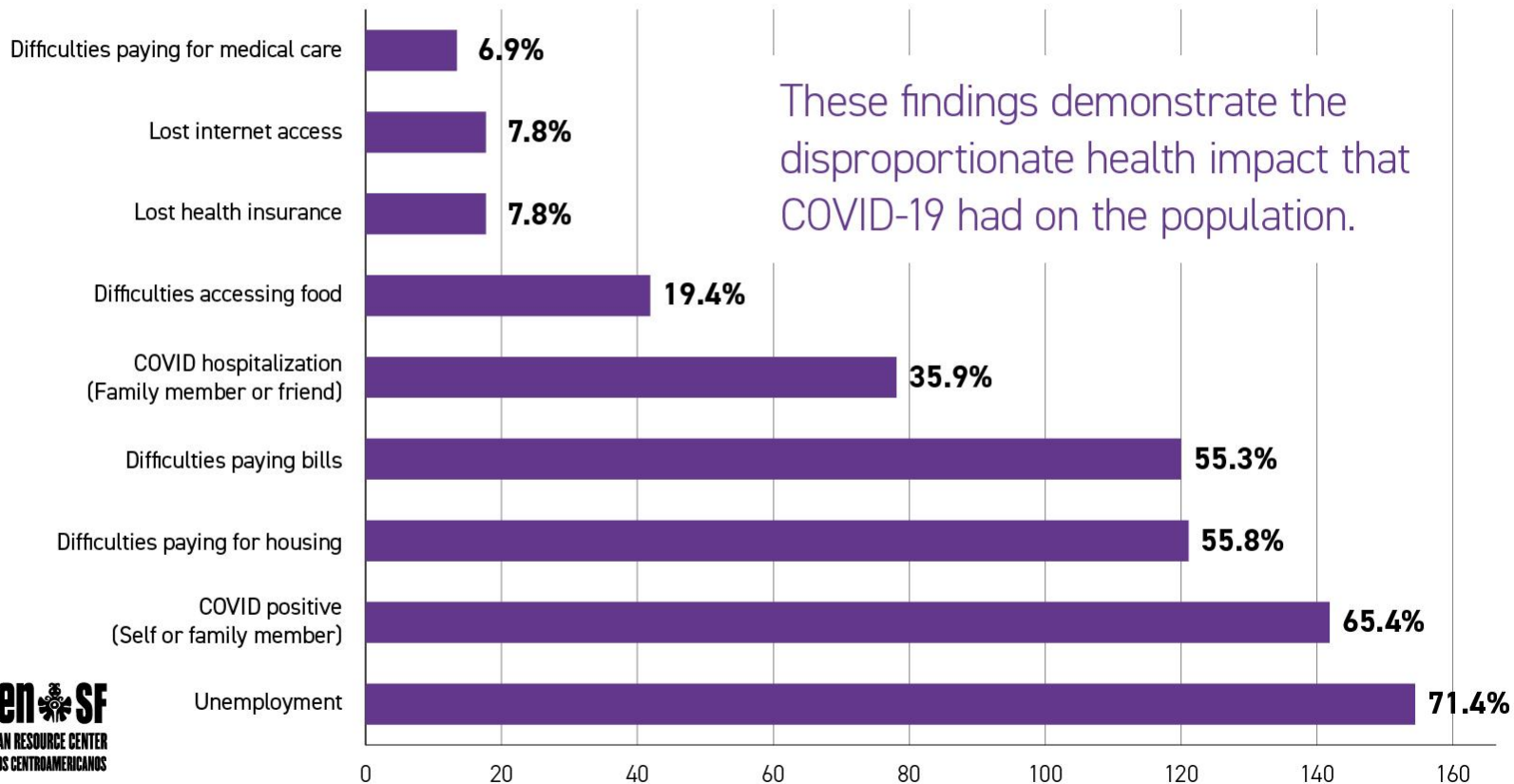
- Health Promotion Workshop
- Mission Children's Oral Health Task Force
- Joint Health Equity Coalition
- SDDTAC and Community Input Subcommittee
- Town Hall
- Other community spaces





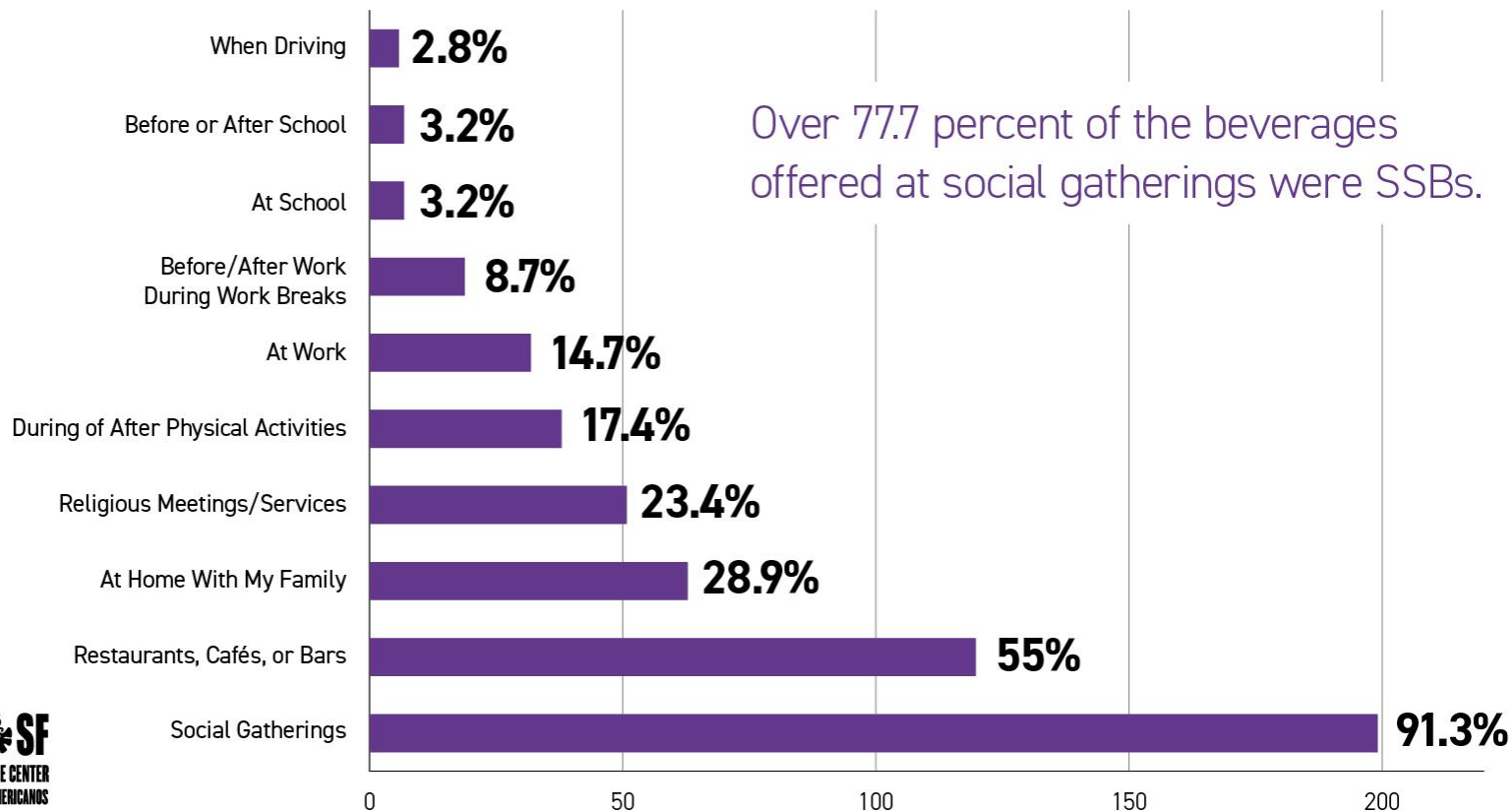
# Respondents' Experiences With COVID

N=217



# Where and When Respondents Drink SSB

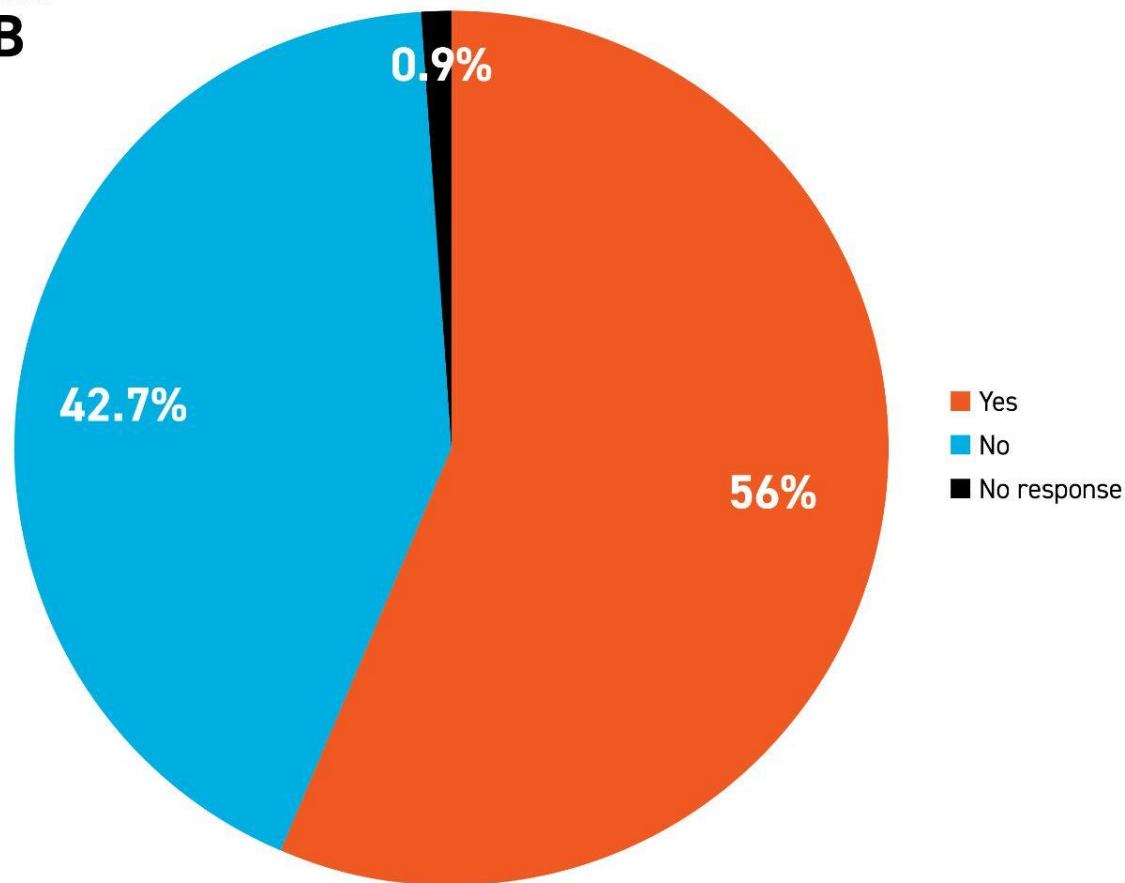
N=217



## Number of respondents who knew about the tax on SSB

N=217

While a majority of participants knew about the tax on SSBs, there was a significant percent (42.7) who were unaware.



# Community Informed Assessment (cont.)

For the upcoming FY:

- Developing an SSB-focused curriculum to train a new cohort of community leaders
- Training will include the following topics:
  - Popular education
  - Basics of organizing
  - Civic engagement strategies
  - Advocacy strategies and more
- Potential areas of advocacy include:
  - Water access
  - Increasing access to healthy food and drinks
  - Limiting access to sugary drinks



## Successes

- Exceeded our deliverables in all relevant areas
- Built new organizational infrastructure for future projects
- Promotoras learned new skills
- Learned from community
- Strengthened our relationship and trust with community members

## Challenges

- Ongoing impact of Covid-19 pandemic
- Staff capacity and transitions
- Finding support with data analysis
- Recruiting new participants for the community assessment
- Translation and transcription needs



# Our Collaborators

- San Francisco Department of Public Health
- San Francisco Soda Tax Advisory Committee
- The CARECEN SF Promotora team
- Dr. Kati Barahona Lopez, Data Analysis Consultant
- Annabelle Ison, Design Consultant, Ison Design
- Raimi and Associates
- Survey and Focus Group Participants
- Interview Participants (Health Equity Leaders)
- Center for Science in the Public Interest (CSPI)
- Karen Akins, Movie Director



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# Summary of the Program Budget



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# Budget Overview

- Total grant amount = \$300,000
- 75% to support 5 staff positions = 2.9 FTE
- 15% Program expenses supported:
  - Stipends/fees for promotoras
  - Community incentives
  - Promotional/educational materials
  - Consultant fees
- 10% administrative indirect expenses
- On track with budget expenses





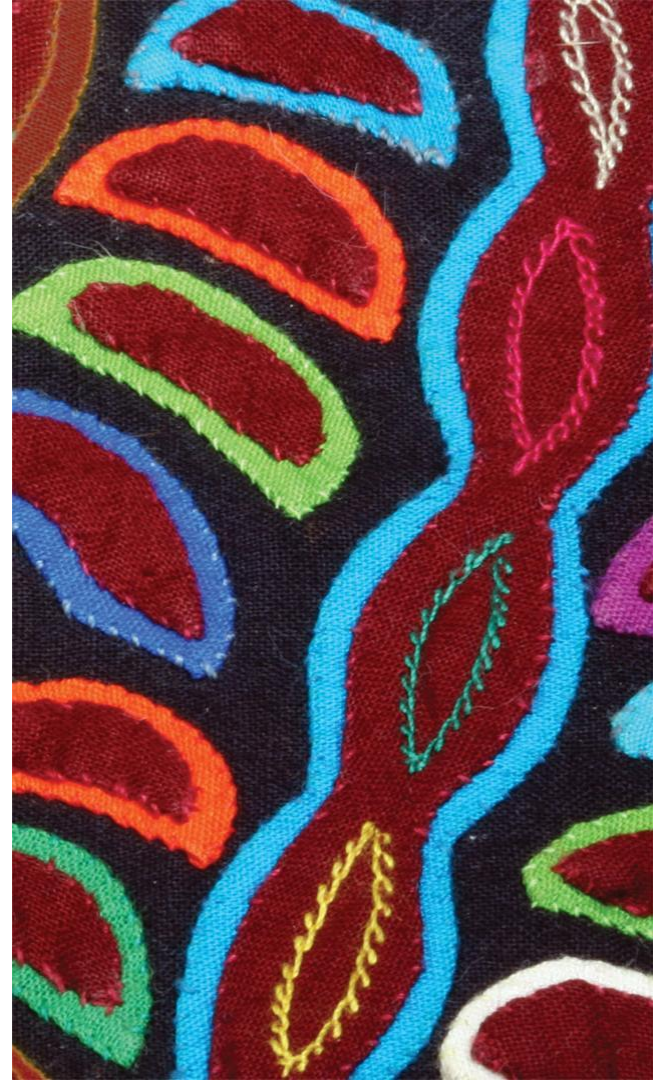
# Staff & Community Members Supporting Grant

- Program Director
- Program Manager
- Program Coordinator
- Policy Coordinator
- Media Associate
- Promotoras de Salud
- Consultant - Data Cleaning & Analysis
- Consultant - Design
- All but 1 staff are bicultural
- All staff are bilingual
- 3 promotoras come from the very communities they serve with 15+ years of combined expertise in community engagement & education
- Prioritize promotora professional development



# Lessons We Learned Over Time

- Bilingual/bicultural staff & promotoras strengthens connection & engagement with community members
- Promotoras have the trust of community & the lived experience to understand community
- Diverse schedules & availability can be a challenge
- Staff/promotoras face the same challenges as Latinx immigrant community, particularly during pandemic
- Support staff & community members with training, connection to resources, food boxes, care packages, clipper cards, etc.





# Evaluation Methods



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# Evaluation Methods

- Meeting deliverables
- Doing surveys and focus groups with community
- Post-workshop evaluations
- Feedback used to improve programming



# CARECEN SF

## Health Promotion Team - Contact Information

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# Q&A



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