



# Central American Resource Center SF (CARECEN SF)

Serving the Latinx & immigrant communities since 1986

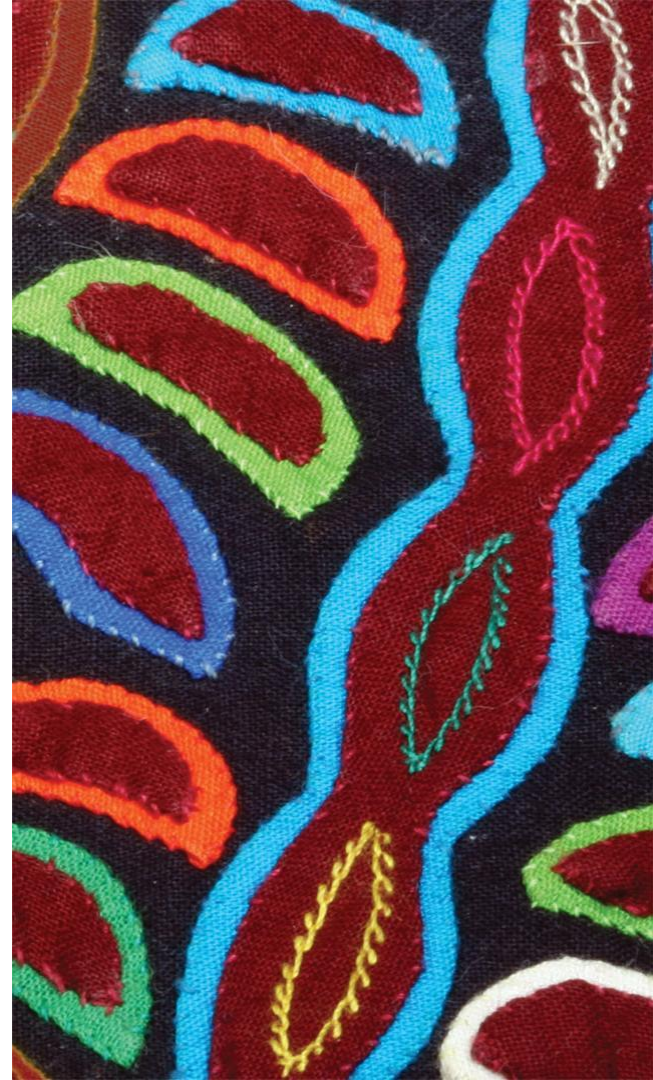


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# Presentation Agenda

1. CARECEN SF Overview
2. Program Overview and Impact
3. Expected Expenditures
4. Hiring from the Community We Serve
5. Achievements and Challenges
6. Evaluation Methods





# CARECEN SF Overview



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# Our Core Pillars

- **Provide excellent social services** in a culturally, linguistically responsive way that supports and strengthens the communities we serve in the SF 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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# Health Promotion Program

- Trains Promotoras/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, children's oral health, and other chronic diseases
- Workshops are provided in Spanish at CARECEN SF offices, Parque Niños Unidos, Zoom, & other community spaces
- Eligibility: Low-income San Francisco families





# Program Overview and Impact



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# Program Overview and Impact

- The **Policy, Systems, and Environment (PSE)** project had a budget of \$500,000 in FY 23-24
- **Objective:** To develop and advocate for community-based policies that will help reduce the consumption of sugary drinks in the Latinx community and improve health outcomes
- **PSE Focus:** To increase the access, confidence, and consumption of San Francisco tap water





# CARECEN's PSE Focus

- Addressing Latinx community member's distrust of tap water
- Increased access to and information about water testing resources
- Increased community input in the development of city-wide campaigns and messaging about water
- Promotion of tap water as an alternative to sugary drinks



# Community Engagement

- **Monthly Community Meetings or “Charlas Comunitarias”** are a virtual space for community members to learn about our PSE water access work and inform our advocacy strategies
- Space for community members to hear directly from SFPUC, community partners, and other city departments
- **Digital Engagement:** sharing SF health information and resources on all our social media platforms



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# CHARLA COMUNITARIA

**Viernes 5 de Abril 4:30PM - 6:00PM**

**¿Cómo aumentar la confianza al usar el  
agua del grifo en nuestra comunidad?**



**Regístrese usando el siguiente enlace:**

**<https://forms.gle/YLKLgE93gDzDKfUr6>**

**o encuéntralo también en nuestra bio**

**Contáctenos:**  
**marcog@carecensf.org (415) 872-7413**

**ó llame al**  
**(415) 872-7413**



San Francisco  
Department of Public Health



# Promotora Leadership and Training

- A team of **3 Senior Promotoras** with over 20 years of combined experience
- New cohort of **10 Promotoras** being trained from January through June 2024
- Invaluable cultural and language expertise + lived experience
- **We support our Promotora team with a wide range of training topics:**
  - Popular Education
  - Sugar science / Open Truth
  - Communication and Teamwork
  - Civic Education and Advocacy strategies
  - Technical skills, example: navigating digital platforms
  - Community assessment tool implementation





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# Building Partnerships

- Strengthening existing partnerships and building new relationships with stakeholders in the public health and water policy spaces
- **14+ conversations** with city and community partners in FY 23-24 related to our PSE focus
- **Building connections with:**
  - Public Utilities Commission (water quality and communications)
  - Department of Public Health (+ Environmental Health)
  - UCSF, Livable City, Sugar Freedom Project, ShapeUpSF
  - And others!



# Enhanced Service Connection

- **Promotoras call community members to:**
  - Connect to resources/services to support basic needs
  - Check-in on their wellbeing & any challenges they are experiencing
  - Strengthen relationship and trust
- **Examples Include:**
  - Community events/resources - such as food distribution; summer resources
  - SFUSD school-based resources
  - Health resources

Fiscal Year	Target Objective	Actual
20-21	50	91
21-22	50	82
22-23	50	72
23-24	50	60+



# Expected Expenditures



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# Budget Overview

- Total grant amount = \$500,000
- 60% to support 5 staff positions = 3 FTE
- 30% Program expenses supported:
  - Promotora stipends
  - Community incentives
  - Workshop/training support
  - Promotional/educational materials
  - Consultant fees, including promotoras
  - Other operating expenses
- 10% administrative indirect expenses
- On track with budget expenses





# Hiring from the Community we Serve



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# Staff & Community Members Supporting Grant

- Program Director
- Program Manager
- Program Coordinator
- Policy Coordinator
- Media Associate
- Senior Promotoras
- Promotoras in Training
- All staff are bicultural and bilingual
- Identify as part of Latinx community
- Cost of living in the Bay Area can be a barrier to hiring/retention of staff & promotoras



# Alignment with SDDTAC Goals

- New PSE funded activities
- Targeting community disproportionately affect by chronic disease & consumption of SSBs
- Community driven/community solutions
- Addressing health equity
- Hiring/economic & training opportunities for community members
- Health promotion & education
- Collaborative partnerships





# Achievements and Challenges



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## Achievements

- Building relationships with key stakeholders in the water policy space, including SFPUC
- Training a new cohort of 10 community leader to help advance and advocate for PSE change
- Community meetings a space to educate and build foundation for future mobilization efforts around water access

## Challenges

- Distrust of tap water from Latinx, immigrant community members
- Lack of community input in city-wide campaigns and messaging about water
- Community engagement in the post-Covid 19 pandemic era
- The inherently long nature of PSE work





# Evaluation Methods



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# Evaluation Methods

- Collection of community feedback through surveys and focus groups
- Annual internal review of programmatic goals
- Post-workshop evaluations





# CARECEN SF

## Health Promotion Team - Contact Information

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# Q&A



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