

healthier together and the primary outcomes are to reduce health disparities related to teen pregnancy, STIs and cancer.

Objectives and Outcomes for December 1, 2017 to November 30, 2018:

- 1) By March 2018, to increase knowledge and skills of 20 current and new Latino Promotores to facilitate the CCmáS curriculum by completed a 12-week training.

Outcomes: In the past year, we have trained 39 health promoters in multiple counties:

- Milwaukee: we trained 10 health promoters in late 2017 to conduct home health parties, and 5 remain active at the end of this year, the other five support outreach into communities and events.
- In Dane County (Madison): we trained 12 health promoters in late 2017; six remain active in facilitating HHPs and the other six support outreach and events.
- In Platteville (Grant County), we just finished training six health promoters who will be partnered with a veteran health promoter to conduct home health parties.
- In Lake Geneva (Walworth County), we are currently training 11 health promoters.

- 2) During the project period, our goal was to conduct a minimum of **400** health education modules via home health parties reaching **800 unduplicated Latina women, men and teens.**

Outcomes: In 2018, participants attended several workshops hosted by community members in their home, based on their choice of topic including: (1) Cultural Values, Effective Communication and Sexuality Across the Life Span; (2) Birth Control Methods, Sexually Transmitted Infections and Reproductive Cancers; and (3) Advocacy, Self-Advocacy and Community/Health Resources. Each host could also request additional workshops if participants expresses further information on specific topics such as Puberty, Menopause, HPV and the vaccine, etc. In 2018, Promotores and staff facilitated 482 home health parties/workshops reaching 870 unduplicated Latino women, men and youth. Participants attend an average of 3 workshops on different topics.

- 3) Provided field trips to CCmáS Promotores and participants to become familiar and confident using health and community-based resources.

Outcomes: In 2018, Promotores and staff facilitated seven field trips to a variety of agencies with 70 participants to support increased knowledge, self-efficacy and confidence in using community resources including early testing to prevent breast and cervical cancer.

- 4) Evaluate and refine the **CCmáS** curriculum, with members of the target population including Promotores and hosts of home health parties.

Outcomes: In 2018, the Director of Multicultural Programming and our Bilingual Educator continued to consult with three Latino youth (ages 18-22) who have been advisors to the Latina Health Promoter project for the past year. We also piloted the new Facilitator Manual and the Participant Manual to determine any gaps in information and we made modifications based on feedback from Promotores and participants.

10. Please describe any challenges/obstacles the organization encountered (if any) in attaining stated goals and objectives.

We were fortunate to be able to train and work with so many Latino community members who wanted to be trained as community health promoters in several counties in southeast Wisconsin. We have always had a significant number interested in Milwaukee and Madison, our two largest cities in the state. But now we are reaching into smaller cities and counties to be able to support Latino families in those counties.

However, racism toward immigrants is impacting our participants and our health promoters. Health promoters on a daily basis are telling us how it is becoming more difficult to recruit hosts and participants because people in the community see PPWI as a government institution. The challenge is that members of the Latino community are hearing that they need to be self-sufficient if they ever want to become a citizen. They feel that if they use government services like Badger Care, food stamps, or even health care resources, they will not be seen as self-sufficient. Our participants are worried about using services like Head Start, WIC, etc., because it would have negative implications. Many also feel unsafe going to home health parties or even the field trips to community health agencies. The emotional toll has been tremendous with many expressing their fear and anxiety about the safety of the family, neighborhoods and friends.

Working in Platteville and in Lake Geneva has brought to our attention the needs of people living in rural areas. One of our challenges is that we found many more people who do not read nor write, so we are being asked if we can put our curriculum in an audio format.

How did the organization overcome and/or address the challenges and obstacles?

Because of what the fear and mis-information expressed by participants of home health parties, our health promoters continue to be super heroes and in July 2018, many of them went to a training in Detroit Michigan to learn about organizing and educating individuals on immigrant rights. Health promoters are recognizing the importance of not only being educated but also in taking deliberate action. Our health promoters talk with participants about health and health resources, as well as their rights as an immigrant, and how to access resources safely. Recruiting and training Latina Promotores helps us to reach new audiences every year. We also recruit 15-20 "hosts" who invite new participants to home health parties each year. We continue to work with new Promotores, as well as our community agency partners, to expand the reach of this program and increase awareness about health disparities in the Latino communities in Wisconsin.

11. Describe any unintended positive outcomes as a result of the efforts supported by this grant.

Part of PPWI's purpose is to support our state in making a public health investment by ensuring access to reproductive health care as well as comprehensive sexuality education. Our key assumption is that by using integrated applied psychology and a conversational approach to develop deeper relationships, will create a paradigm shift around reproductive health. By listening, we can build a Wisconsin where all women can access reproductive healthcare regardless of income, geography, religion, race or sexual orientation. As part of this purpose, we invest in leadership development of staff and volunteers, including our Latina Promotores. PPWI's Director of Multicultural Programming and our Bilingual Educator support staff in creating and hosting Spanish-language conversation trainings, assisting

Promotores and others in expanding our outreach and education within Latino communities in Wisconsin.

12. Briefly describe the impact this grant has had on the organization and community served.

The \$25,000 grant from the S.L. Gimbel Foundation Advised Fund at The Community Foundation represents a significant investment in the expansion of PPWI's Cuidándonos Creceremos más Sanos (CCmáS) Program. As the objectives and outcomes above indicate, PPWI staff and Latino Promotores were able to reach more than the number of participants anticipated. We have also expanded in to two new counties that are more rural and in need of health education specifically tailored to Latino families. This success highlights what community investment in culturally competent sexuality and reproductive health education can do to reduce health disparities in communities of color.

13. Please provide a narrative on how the funds were used to fulfill grant objectives.

The \$25,000 received from the S.L. Gimbel Foundation Advised Fund at The Community Foundation was used as follows:

- \$10,000 was used for the Multicultural Program Manager. Maria Barker has worked with Planned Parenthood of Wisconsin for over 30 years. She is a bilingual community educator of Mexican origin. She works with staff, Promotores and external community and academic partners to continually modify and create research- and community-created materials to ensure a culturally competent education model. She trains new Promotores and manages all program elements.
- \$5,000 was used for the Bilingual Educator, Rosario Angulo. Rosario provides training and support for the Latina Promotores recruited and trained for this program. She works with hosts of home health parties and ensures outreach and expansion of this program.
- \$5,000 as used for stipends for Latina Promotores who are trained as facilitators and receive a stipend for each of the home health parties they organize and facilitate.
- \$5,000 as used for program supplies including educational materials for home health parties, the participant manual and the materials for training of the Promotores.

14. Please relate a success story.

PPWI's focus on providing culturally competent education and training to Latino youth and adults – to become peer educators in their communities – yields several success stories each year. In 2018, we raised our awareness as an agency of gender identity (male, female, transgender and gender non-conforming) as well as lesbian, gay, bisexual sexuality.

Below is an example of how this showed up in our Latino Home Health Parties.

In 2018, CCmáS made a concerted effort to lift up gender identity. Lesbian, gay, bisexual, transgender and questioning (LGBTQ+) issues are issues we have been wanting to discuss more and more in our home health parties (HHP). We recognize that sexuality conversations are difficult for Latino families because of the culture, lack of safe places to talk, and overall lack of the right information. Sexuality conversation are even more difficult for families who have LGBTQ+ members because of the social stigma associated with being part of this community.

One of our health promoters was facilitating a home health party (HHP) where this gender identity conversation was highlighted and the host of the HHP, in confidence, talked with the health promoter after the HHP to ask her opinion on a very difficult situation in her family. She said she had a niece that was put out by her parents because she had told them she was lesbian. The family fought and the girl left home. Even though her parents knew where she was staying, they had not spoken to her for a very long time. The host, also an aunt to the person who came out as lesbian, thought the conversation about gender identity was very helpful for her and wanted to know if our health promoter could come back to talk more in-depth about LGBTQ+ issues and acceptance and the host would invite her sister's family to attend this in-depth HHP. The health promoter agreed to come back and when she went back, she brought with her two guests, a transgender individual and this person's grandmother. The HHP was a huge success. These two individuals shared their stories, struggles and success of being a diverse family, and the family who came to hear opened up and shared their feeling and thoughts about being part of this diversity. The family has since made peace with their daughter and the family is back together again. Maybe there is not complete understanding of everything but at minimum there is acceptance.

Optional Questions

15. Additional success story

16. Additional success story

17. Which category best describes the organization?

Health/Health Education

18. What is the organization's primary program area of interest?

Sexuality and Reproductive Health Education and Training and peer outreach to engage Latino youth and adults to make informed health decision

19. Approximate percentage of clients served through grant in each ethnic group category

95% Latino

5% Other/Other

20. Approximate percentage of clients served in each age category

20% under age 19

10% ages 19-24

70% age 25 and older (primarily parents)

21. Approximate percentage of clients served with disabilities from grant funds.

This data is not collected.

22. Approximate percentage of clients served in each economic group.

60% are at or below 100% of federal poverty level

15% are 101-150% of FDL

23. Approximate percentage of clients served from grant funds in each population category.