The American Red Cross’ Latino Engagement Initiative

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American Red Cross
Latino Engagement Pilot
Latino Engagement Initiative Vision

The American Red Cross becomes the trusted, welcomed service provider and organization of choice in the Latino Community.

By building a standing capability for Latino Community Engagement within the regional network, the Red Cross will strengthen its influence, significance, and long-term sustainability through increased trust, greater accessibility to services, enhanced serviced delivery and a more empowered client experience.
LEI Pilot BLUF (simplification):

- Identify 2-5 new Latino Communities to engage and provide Red Cross services
- Establish Regional Leadership Council (RLC) to lead Pilot
- Identify community leaders (CL) from newly identified communities to join leadership council
- Work with RLC and CL to identify, determine, prioritize which Red Cross services will be most impactful in community
- Meet Regional LEI Goals through locally developed and tailored activities
  - Emphasis on growing Spanish Speaking volunteers
- Evaluate performance against targets
- Document Success
- Expand
Definition of the CEP Program and how it supports LEI Work

**Community Engagement** is defined as the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.

- It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health and well-being of the community and its members in an equitable fashion.

- It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices.
Latino Engagement in Communities: Two Pillars

Connection
• Connection describes steps taken by the Red Cross region and the team to reach out to key community leaders and organizations as part of a long-term relationship building to increase trust and accessibility of services
  • Awareness
  • Interest
  • Participation
  • Commitment
  • Community Leadership

Action
Action describes collaborative outcomes with our priority communities around:
• Sound the Alarm
• Recruitment and training (DAT, Sheltering, First Aid/CPR, Home Fire Campaign)
• Shelter identification
• Community Distribution Point identified
• Community action plan created
• Blood drives
Latino Engagement Steady State Pilot utilizing CEP Framework

- This pilot will work with 6 Regions (one per Division) to operationalize key elements of the Enterprise wide Latino Engagement Initiative.

- The Pilot will focus on Latino and Hispanic Communities. However, best practices can be adapted to support other diverse communities within a Region’s service delivery area.

- Through this process, we also want to start a conversation regarding equity that is driven by the goal of a client centered approach. There are often access imbalances due to demographics, awareness and socio-economics. Providing equitable services may require re-allocation or prioritization of resources to support resource-constrained communities.
What does this pilot mean for Red Cross Regions?

• **Supporting a culture of community engagement**
  – Establishing a Regional Leadership Council focused on community engagement in the Latino community
  – Support opportunities for community groups to serve and advise Regional leadership
  – Develop a planning cycle for community engagement

• **Active engagement in and with Latino communities**
  – Increase in communication and awareness
  – Opportunities to recruit volunteers from the communities we serve
  – Strengthen communities to collectively recognize disaster preparedness, resilience and prioritize needs for all Red Cross services.

• **Strengthened and expanded Bi-lingual Workforce**
  – Growth in Spanish speaking workforce is essential to success
  – Volunteers are actively recruited from newly identified communities
  – Red Cross represents and comes from the communities we serve
Selection of Communities

Select Priority Communities

- Substantial Latino Population
- Social-Vulnerability data & Community Capacity

Decide the Number of Communities (2-5)

- Capacity of the Region
- Willingness of the Community

Finalization of the Communities for the 2020 Pilot

- Dialogue between the Region/Division and NHQ CE team
- Communication with Community Leaders
Regional Leadership Council

• **Principles:**
  • Regional Leadership from different Lines of Business (LOB) and support functions to vision and set Latino community engagement goals for the Region.

• Key community representatives should be invited, more than one is encouraged.
## LEI Pilot Potential Metrics (15% of National)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Target</th>
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<tbody>
<tr>
<td>1. Reduce the rate of death and injury from home fires through preparedness activities in HFC and Pillowcase Project</td>
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<tr>
<td>1.1 Make 178,000 Households safer</td>
<td>26,700 Latino Engagement Pilot</td>
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<tr>
<td>1.2 Install 425,000 Alarms</td>
<td>63,750 in Latino Hispanic Communities</td>
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<td>1.3 Prepare 225,000 Youth</td>
<td>TBD due to metric</td>
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<td>3. Continuously Strengthen all components of disaster readiness</td>
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<tr>
<td>3.1 238 New DAT Supervisors</td>
<td>36 New DAT Supervisors bi-lingual Spanish</td>
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<td>3.2 431 New Shelter Supervisors</td>
<td>65 New Shelter Supervisors</td>
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<td>4. Provide Red Cross Resiliency/education activities to 681,240 Service Members, veterans and their families</td>
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<tr>
<td>4.1 Reach 30,740 people with SAF resiliency training</td>
<td>TBD % of trainings conducted in Spanish or TBD % of Trainings conducted in 50% or greater Spanish communities</td>
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<td>5. Increase presence in U.S. Communities through volunteers serving as community volunteer leaders</td>
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<tr>
<td>5.1 TBD # of CVLs engaged in work within scope of CVL responsibilities</td>
<td>TBD % of CVLs that are bilingual</td>
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<td>6. Respond to greater percentage of single and multi-family house fires</td>
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<tr>
<td>6.1 Respond to 59,680 Home fires</td>
<td>Monitor only Year 1. Target determined for Year 2 based on Year 1 monitoring</td>
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<tr>
<td>6.2 Achieve 76% excellent Disaster Client Satisfaction</td>
<td>Achieve 76% excellent Spanish language Disaster Client Satisfaction</td>
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Considerations for Community Engagement

Equality = Sameness
GIVING EVERYONE THE SAME THING ______. It only works if everyone starts from the same place

Equity = Fairness
ACCESS TO THE SAME OPPORTUNITIES ______. We must first ensure equity before we can enjoy equality

Equal Access to Equitable Services for All