

Tips for Working with Latino Families

Make a commitment: Out reach to new and diverse audiences is demanding work. It is a personal as much professional journey.

Gain Trust/ Personalismo: They tend to trust and cooperate with individuals they know personally, and many dislike impersonal and formal.

Be Personal: Do not send letters or flyers. Use a personal approach by either phone or face to face to invite families to the program.

Emphasize Relationships Over Tasks: Recognize and reflect on the importance of personal relationships when working with Latino Families. Take Time to attend to the personal before task.

Time Orientation: Time and punctuality may be flexible. Time to offer the program/Evenings and Saturdays. Time to spend before or after the session with some families as need it. Many Hispanics are averse to a hurried pace, especially given the expectation of personalismo.

Be flexible: Let the families invite other Families and Friends. Begin with an orientation session. Try to include opportunities for families to make up a session if missed.

Create a Welcoming Environment: Consider participants as your guest; provide for their comfort, convenience; make coming to class easy and attractive with some touch of the Latino culture.

Locations: Implement the program in places where the families feel safe (Churches, Community Center), where families won't need transportation.

Employ Bilingual/Bicultural/Facilitators: The presence of facilitator who has a deep understanding of culture and is fluent in the Spanish language greatly facilitates the process of building relationships and establishing trust with Latino families.

Self-Education: Encourage staff to work together to build on experiences and expertise in working with diverse audiences, particularly the Latino culture.

Meals: Community service project of older youth, Latino families often like to feel that they are contributing and want to share with others.

Child Care: Latino Trained, older high school students when supervised.

Graduation: Take pictures weekly for graduation ceremony, Framed certificates, Special food, music, entertainment, take photos, create video.

