



CAP Update

# Skagit REACH Sabrosura Latina

Creating Opportunities for Healthy Living in Skagit County  
Creando oportunidades para una vida saludable en Skagit

Created by Sea Mar Skagit REACH Program September  
2014



# Agenda

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- ▶ Status on CAP
  - ▶ Review of goals & objectives
  - ▶ Status update on activities
- ▶ Challenges
- ▶ Key benefits/Lessons learned
- ▶ Sustainability elements
- ▶ The future



# Update: CAP status

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- ▶ We met all grant deliverables
- ▶ Some activities have achieved elements of sustainability
- ▶ While foundation laid in all activities, some could be further worked on



# Our PPO's

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## ▶ Increasing access to healthy food

➤ Increase the number of Latino adults and children in Mount Vernon, Burlington and surrounding agricultural housing sites, with healthy food options that are affordable and easily accessed from 7,000 to 8,000 by September 2014.

## ▶ Increasing access to physical activity

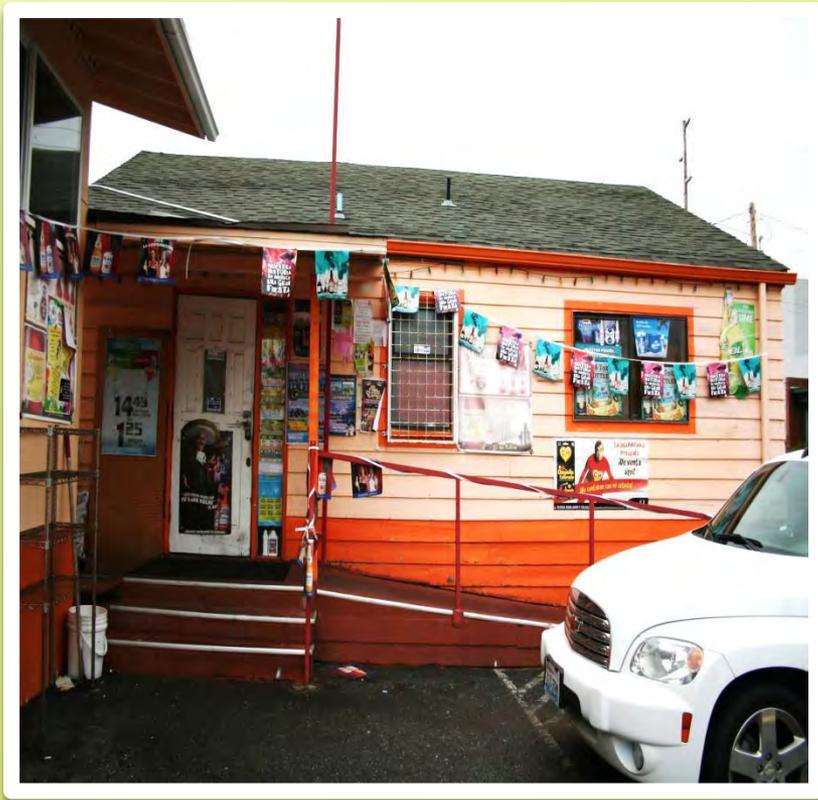
➤ Increase the number of Latino adults and children in Mount Vernon, Burlington and surrounding agricultural housing with physical activity options from 3,000 to 5,000 by September 2014.

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# Access to Healthy Food

- ▶ AMOI - Increase # of Latino-owned grocery stores with 10 or more produce items from 4 to 5



## ➤ Success

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- Removed transportation as barrier for many Latino families in high density Latino neighborhoods
- Rancho Grande increased its sales by 18% over 6 months after initiating produce line

*“My experience with the REACH program has been pretty helpful ....I got to experience the real necessity for organic fresh produce for the Hispanic community. ... and I got an inside look at the daily activities of a fresh produce wholesaler. The skills that I learned will be transferred to my work place and hopefully help my community stays healthy.....”*

*Yours truly*

*Heriberto Esparza*

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## ➤ Additional Success

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- ▶ Recruited 2<sup>nd</sup> interested Latino store
- ▶ Trained store owner in product display, inventory and equipment needed in preparation
- ▶ Viva Farms trained store owner on produce preservation and display for maximizing profits. Also shared sourcing contacts.
- ▶ Created step-by-step implementation plan for new stores



# Access to Healthy Food

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- ▶ AMO 2- Increase # of farmers markets providing access for low-income Latinos from 0 to 2



## Activities

- ▶ Work with farmers markets to make more inclusive (for vendors and attendance).
- ▶ Create Latino Day event celebration.
- ▶ Communication plan regarding economic benefits.



# DIANGUIS

*Arte y Cultura*

DIA LATINO EN TU FARMERS MARKET EN MOUNT VERNON



*Goals:* To attract Latinos to the farmers market by creating a familiar atmosphere similar to street fairs in their homeland. To introduce those on EBT to the economic benefits of shopping with Double-Up Bucks.



# Booths



# Booths



# Artists



# Dance Performances



# Skagit REACH Staff & Partners



# Latin American Crafts Exhibit





*“There were ABSOLUTELY more Latinos at market on Saturday. Way more than on a regular market day. I think the event served to introduce a lot of people to the market...”*

Farmers Market Coordinator

## Additional Quotes

*“ farmers markets more than other places, except schools, are places where different ethnic groups and different incomes can come together...and this was pronounced at the Tianguis...”*

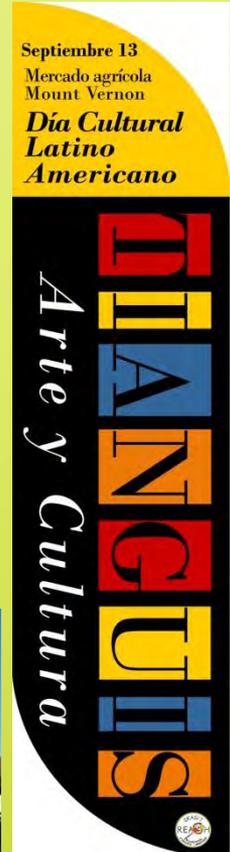
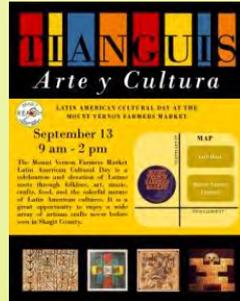
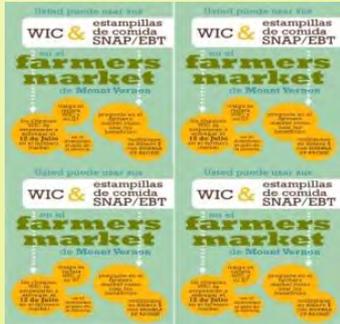
*Vendor*

*“..some regular vendors have said it reminded them of home...”*

*“..The event was like lightning came and struck the farmer’s market. The culture was like “Wow – in your face.” No way to avoid it...it was a slap in the face for regular customers and it opened the door to new ones... The energy in the air, and the total change in crowd demographics... the event served to introduce a lot of new people to the market.... “*

**Farmers Market Coordinator**

# ➤ Created & disseminated posters, flyers and banners



## ▶ Created trilingual PSA's

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- ▶ **Tianguis & Double-Up Bucks 9/6-13/14**
  - ▶ 20 times during the highest listening Latino audience on Saturday and Sunday mornings, and weekday mornings.
- ▶ **Double-Up Bucks 9/14-30/14**



# Access to Healthy Food

- ▶ AMO3 - Increase # of food banks with expanded access to Spanish and indigenous language-speaking Latinos from 0 to 2



## Activities

- Reduce communication barriers
- Establish Latino Day to help Latinos familiarize with process



## Successes

- Hayton Farms weekly donation



## Barriers

- Limited success seeking donations
- Limited staff availability for berry pick-up or to receive donated goods

# Access to Healthy Food

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- ▶ AMO 4 - Increase # of school districts that incorporate policies and practices expanding healthy food access to Spanish & Indigenous speaking Latinos from 0 to 2



## Activities

- ▶ Work with schools to identify ways to expand access for indigenous
- ▶ Explore barriers with parents
- ▶ Adopt policies regarding bilingual materials

# What we did

- ▶ Created & disseminated Eng/Spanish flyer with free meal sites around MV/B
- ▶ Translated award & notification letters regarding eligibility
- ▶ Revised & translated application cover letter
  - ▶ Added language addressing parents concern
- ▶ Created bilingual 1/2 page flyer

¡Aprovecha el acceso que tienen tus hijos de obtener comida GRATIS durante el...  
...No pierdas la oportunidad!



Ciudad	Lugar de entrega de la comida	Días y Horario
Burlington	Lucile Lindinger Elementary 631 S. Bangs St. Burlington WA 98233 360-331-9277	<b>Atiende:</b> 8/23/2014 - 8/22/2014 Lunes a Viernes Dejamos: 8:30 AM a 9:30 AM Atendemos: 11:30 AM a 12:15 PM
Burlington	St. Charles Catholic Church (Iglesia de San Carlos) 655 Piperton Road Burlington WA 98229 360-378-6020	<b>Atiende:</b> 8/18/2014 - 8/29/2014 Lunes a Viernes Atendemos: 12:00 PM a 12:30 PM Coma: 4:00 PM a 4:00 PM Reserva de la comida: 1:00 PM a 2:30 PM
Burlington	West View Elementary 352 St. Nicolas Ave. Burlington WA 98233	<b>Atiende:</b> 8/23/2014 - 8/22/2014 Lunes a Viernes Dejamos: 8:30 AM a 9:30 AM Atendemos: 11:30 AM a 12:15 PM
Burlington	Stephany Ridge Apartments 20345 Sanchez Lane Burlington WA 98229 360-322-8999	<b>Atiende:</b> 8/18/2014 - 8/29/2014 Lunes a Viernes Atendemos: 12:00 PM a 12:30 PM Reserva de la comida: 1:00 PM a 2:30 PM
Mount Vernon	Kathleen Crane HighSchool Station (L4 Parking) 2620 Kaskhan Avenue Mount Vernon WA 98273 360-428-8140	<b>Atiende:</b> 8/18/2014 - 8/29/2014 Lunes a Viernes Atendemos: 11:30 AM a 1:00 PM
Mount Vernon	18th Mountain Elementary 1514 S. Lafayette Rd. Mount Vernon WA 98273 360-428-8140	<b>Atiende:</b> 10/13/2014 - 10/13/2014 Lunes a Jueves Dejamos: 8:30 AM a 9:30 AM Atendemos: 12:30 PM a 1:00 PM
Mount Vernon	St. Pauls Episcopal Church 415 S. 18th Street Mount Vernon WA 98273	<b>Atiende:</b> 10/13/2014 - 8/19/2014 Lunes a Viernes Dejamos: 8:30 AM a 9:30 AM Atendemos: 12:30 PM a 1:00 PM
Mount Vernon	Mount Vernon High School 234 N. 8th Street Mount Vernon WA 98273 360-428-8140	<b>Atiende:</b> 7/7/2014 - 8/19/2014 Lunes a Viernes Dejamos: 8:00 AM a 9:00 AM Atendemos: 10:30 AM a 12:30 PM

don't be afraid to fill out the application completely!



The information on this form will **ONLY** be used for your benefit, so please fill out the entire application.



¡No sienta temor de llenar completamente esta aplicación!



La información de esta aplicación será usada **ÚNICAMENTE** en su beneficio. Por favor llénela completamente.



# Access to Healthy Food

## ▶ Successes:

- ▶ High quality translations eliminated parent confusion regarding process & eligibility.
- ▶ MV working closely with migrant/ bilingual advocates regarding flyers and cover letters.

## ▶ Barriers

- ▶ Long delay regarding Community Eligibility Provision decision
- ▶ No Burlington food services director
- ▶ New Burlington staff said no barriers
- ▶ Both school districts lack bilingual policies but always standard practice



# Access to Physical Activity

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- ▶ AMOI - Increase # of affordable, accessible, culturally appropriate PA settings for Latinos from 2 to 3



## Activities

- Identify & enhance communication mediums
- Open-street event
- Neighborhood brigade pilot projects
- Meeting with PD regarding safer neighborhoods
- Meetings with camp owners and MSFW housing sites regarding appropriate spaces



# Access to Physical Activity

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## Successes

- FG revealed ideal methods for communication (radio & face-to-face).
- Created 2 new spaces for PA (SM MSFW health fairs, Villa Santa Maria)
- Mayor and MV Parks & Recreation very interested in “ciclovia”
- Sakuma initiated soccer games and early morning work-outs.
- SM programs & staff can continue to expand PA spaces

## Barriers

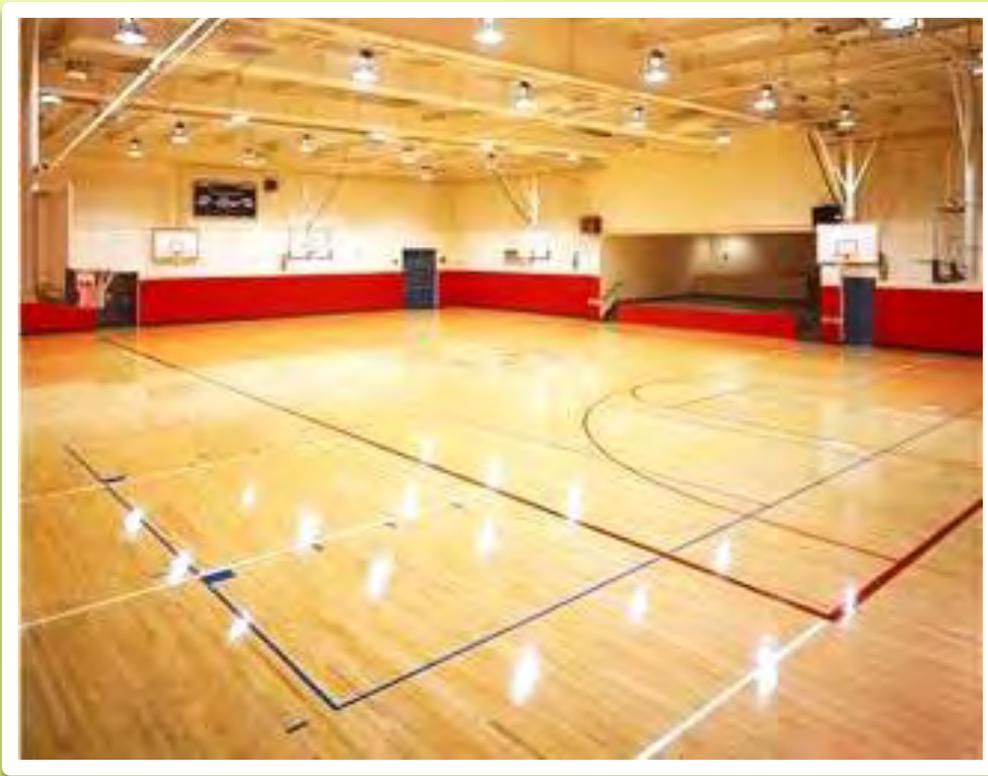
- Not very many participants of the weekly zumba activity; but they are devoted.
- A few other PA options didn't work out because of lack of volunteers
- While crime down, perception of safety is widespread concern
- City of Burlington not engaged in project



# Access to Physical Activity

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- ▶ AMO 2 -Increase # of indoor recreational facilities that are accessible and safe for Latinos from 0 to 2



## Activities

- ▶ Identify non-traditional and traditional locations for PA
- ▶ Meet with recreation facilities to expand access



# Access to Physical Activity

## Successes

- Found five non-traditional places for indoor activity & created one
- MV Parks and Recreation been working with the YMCA to expand access.

YMCA –will offer open gym twice a month and an exercise class once a month. All free and open to the public.

Buscando maneras divertidas y gratuitas o de bajo costo para mantenerte activo ?



**ZUMBA!**

**Villa Santa Maria - 3700 E College Way Mount Vernon**  
Jueves 4 pm / Actividad y cuidado de niños.  
**GRATIS!**

**Iglesia Christ the King - 988 Fountain - Burlington**  
Lunes, Miércoles, Jueves y Viernes - 9 am y Martes - 7 am  
Actividad **GRATIS!** - Cuidado de niños \$2

**Cascade Mall Local 201-Burlington**  
Lunes, Miércoles y Viernes 9:00 am, 5:30 pm; Martes 6:00pm y Jueves 5:30 pm y 6:30 pm.  
Actividad \$7 adultos, \$3 estudiantes - Cuidado de niños **GRATIS!**

**Iglesia Crossroads - 351 Pease Rd. Burlington**  
Lunes, Miércoles y Viernes - 8:30 am  
Actividad a partir de \$1 como donación - No hay cuidado de niños pero los puede llevar.

**Iglesia Bautista Calvary 324 Avon Ave Burlington**  
Lunes a Viernes 9:30am y Sábados 9:00am.  
Actividad \$5/clase o \$35/mes  
Cuidado de niños \$3 y adicional \$2

**VIAJES Y EXCURSIONES GRATIS!**

niños jóvenes  
**Kulshan Youth Program - La casita azul**  
Actividad y comida **GRATIS!**  
- Se requiere permiso de los padres.

**Todos son bienvenidos!**

# Access to Physical Activity

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- ▶ AMO3 - Increase # of parks and trails frequented by Latinos on average from two to three



## Activities

- Work with MV Parks & Recreation to make surveys, evaluations more inclusive of Latinos
- Work with MV Parks & Recreation to make park-focused activities more accessible.
- Create & implement communications regarding park safety



# Access to Physical Activity

## Successes

- Our efforts helped MV P&R have highest participation in Comp Plan process.
- Helped foster relations between MV P&R and Latino community
- Worked with MV P&R to craft messages to encourage use of parks & trails
  - Created & disseminated new flyers and posters.
  - Trilingual PSA's (91.7FM KSVR 9/14-30/2014)



# Access to Physical Activity

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## Successes

- MV P&R and MV Mayor have poster/flyer templates so they can modify and re-use.
- MV Mayor interested in exhibiting them on TV 26.
- Our trilingual PSA's are reaching many people previously not reached.

## Barriers

- Delay in Comp Plan approval prevented us & P&R from moving other possible activities forward
- Radio station manager put a stop to free radio time



# Access to Physical Activity

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- ▶ Increase # of accessible and safe settings Latino children use for PA from two to three



## Activities

- ▶ Non-traditional spaces for recreation
- ▶ Meetings regarding non-competitive & specialized sport activities at housing sites and farm camps



# Access to Physical Activity

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## Successes

- Identified/fostered 2 locations in Mt Vernon for free PA
- Created several new locations (FB, SM Health Fairs, FW housing sites during summer)
- New SM staff member focused on expanding this

## Barriers

- Several efforts we thought were going to work but didn't.
- MSFW families more dispersed this year so couldn't access at one camp location.



# Challenges

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- ▶ Latinos difficult to motivate or to engage
- ▶ Time & resources



# Key Benefits/ Lessons Learned

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- ▶ Gained better understanding of local population
- ▶ Trust-building takes time
- ▶ Outreach can't be too far in advance
- ▶ Communication:
  - ▶ Colorful, dynamic and striking visual communication is most effective
  - ▶ High quality translations essential
  - ▶ Social networks (ie., FB, web, twitter, instagram) work for youth; radio & TV for adults.
  - ▶ Face-to-face communications among neighbors and friends most effective for adults
- ▶ Helped Sea Mar and other agencies better serve clients



# Sustainability elements

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- ▶ 2<sup>nd</sup> store initiating produce & have implementation plan for any future stores.
- ▶ Some Latino vendors from Tianguis interested in continuing to sell at FM and FM may be interested in holding yearly event. FM very interested in having one or a few Latino board members.
- ▶ Templates for bilingual materials for school meals being used and staff being trained to use them.
- ▶ Various PA activities –
  - Weekly Zumba
  - Sea Mar's migrant camp health fairs
  - FB providing PA during food distribution days and during summer at FW housing sites throughout the summer.
  - Also new staff member partially focused on finding and leading PA activities for children and adults.
- ▶ MV P&R & City continue to work to find ways to expand access



# The Future

## ▶ You decide

### Community Leadership Team

- ▶ Identify community priorities
- ▶ Guide project objectives and activities
- ▶ Offer expertise
- ▶ Lead

Multi-sectoral



Promotores

Non-traditional partners

Community Leadership Team (as of 3/17/14)

Name	Organization
Debra Lancaster	United Way of Skagit County
Larry Otsu/ Mayor Jill Boudreau	Mount Vernon Parks & Recreation
Edwin Schaffer/ Leigh Newman	Vine Farms
Dave Hedlin / Kai Ottesen	Hedlin Family Farm
Barbara Guillen / Carlota Gonzalez	Inspire Development Center
Lirique Lopez	Sea Mar MSFV Promotores Program
Pyan Salama	Salama Bros Farms
Peter Browning	Browning Solutions
Hernberto Isgarza	El Rancho Grande
Gloria Lemos Mendez/ Edith Sanchez Cano	Sea Mar REACH Promotores Program
Andru Morales	Community Member
Juan Jose Munozado	One America / KSVR Community radio show host
Miguel Angel Galvan	KSVR Sports radio show host
Brian Adams	Skagit County Parks and Recreation
Guillermo Ramos/ Melanie Corey	Housing Authority of Skagit County
Liz McHiett Crowl	Skagit Healthy Communities
Jose Ortiz	St.Charles Church
Bill Aslett	Burlington City Council Member
Maura Vasquez Ramirez	Sea Mar MSFV Promotores Program
Dr. Connie Davis	Skagit Regional Health