



MOBILIZING LATINOS TO END DOMESTIC VIOLENCE

GOAL:

To share Enlace Comunitario's beliefs and strategies to engage the Latino immigrant community to end domestic violence.

OBJECTIVES:

- Share Enlace's model and core beliefs and practices regarding engagement of Latino communities.
- Showcase community engagement strategies:
 - Developing leadership capacity of former clients both adult and youth to make them the pillars of our programs.
 - Engage those newly trained leaders (Promotores) to plan, implement and evaluate efforts aimed at eliminating domestic violence.

OUR MISSION:

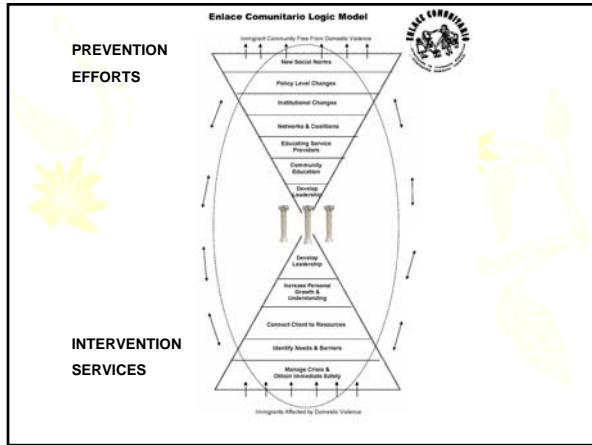
TO ELIMINATE DOMESTIC VIOLENCE AMONG LATINO IMMIGRANTS IN CENTRAL NEW MEXICO AND ADVANCE IMMIGRANTS' RIGHTS

Core Beliefs:

Power to eliminate domestic violence is in the hands of the community.

Listening to Latino women and children affected by domestic violence is essential to develop effective intervention and prevention efforts.

Enlace belongs to the Latino immigrant community, consequently its staff and board members need to come mostly from that community.





Promotora Program Goals

- **TO SERVE AS A BRIDGE BETWEEN EC AND IMMIGRANT COMMUNITY**
- **TO ASSIST LATINO IMMIGRANTS DEVELOP PERSONAL AND COMMUNITY LEADERSHIP CAPACITY**
- **TO WORK WITH THE COMMUNITY TO ELIMINATE DOMESTIC VIOLENCE THROUGH VIOLENCE PREVENTION AND HEALTHY RELATING**

Eliminating Domestic Violence by Building on Already Existing Cultural Strengths

Leadership Development Programs

- **10 Adults, 16 Youth**
- **5 Weeks Intensive Training**
- **Ongoing Monthly Trainings**
 - Cross training with other Promotora groups who work on immigrant rights.
 - Rooted on “concientizacion” concepts and analysis of power dynamics and the root causes of domestic violence.
 - Emphasis on creating agents of change and giving participants opportunities to practice their new skills.

EXAMPLES OF ADULT PROMOTORA CONTRIBUTIONS:

- CONDUCT PRESENTATION IN THE COMMUNITY
- PROVIDE INFORMATION AT COMMUNITY FAIRS AND EVENTS
- DISTRIBUTE ENLACE'S NEWSLETTERS, POSTERS & BROCHURES TO IMMIGRANT BUSINESSES
- ASSIST EC IN DEVELOPING RADIO SPOTS

GRADUATIONS



Youth Promotores



Assumption that youth are more influenced by what their peers say and do, than by what adults tell them





Contributions of Youth Promotores

- DEVELOP PEER TO PEER SOCIAL NORMS ANTI-VIOLENCE CAMPAIGN WHICH INCLUDES:
- CONDUCTING PRESENTATIONS IN SCHOOLS.
- DEVELOPING AND DISTRIBUTING POSTERS.
- CONDUCTING SURVEYS ABOUT PERCEPTION OF VIOLENCE AMONG YOUTH.
- DEVELOPING RADIO SPOTS.

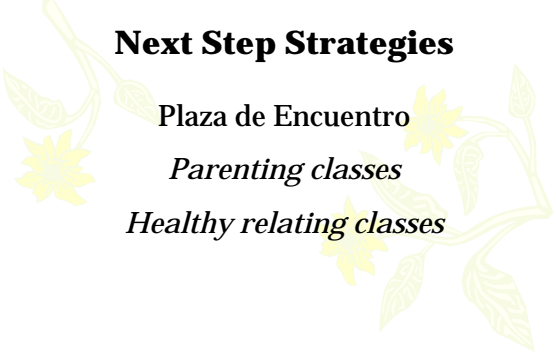
POSTERS DEVELOPED BY YOUTH PROMOTORES

Don't Let
Anyone
Threaten You

There's
Someone
Better
For You

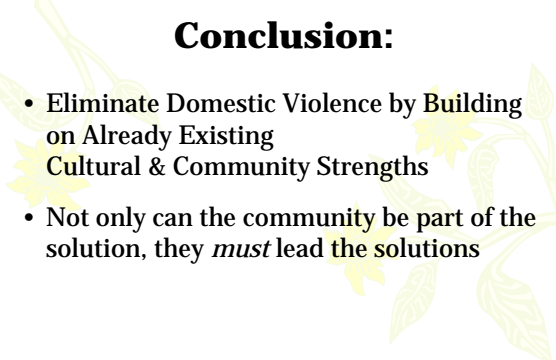
RESPECT

is important
in relationships



Next Step Strategies

Plaza de Encuentro
Parenting classes
Healthy relating classes



Conclusion:

- Eliminate Domestic Violence by Building on Already Existing Cultural & Community Strengths
- Not only can the community be part of the solution, they *must* lead the solutions



THANK YOU!
¡GRACIAS!
