



May 8, 2024

Collaborative Solutions Workshop

Region 7 Los Angeles South at Central City Neighborhood Partners



Purpose:
To facilitate a space for collective impact through reflecting on lessons learned and networking with CBOs tackling similar challenges.

Context: Los Angeles County is home to approximately a quarter of California's population. Region 7 South covers the City of Los Angeles and coastal cities. This region includes a dense urban area with residents living in multi-unit structures concentrated in communities of color. During Census 2020, LA County was considered the hardest-to-count county in the state. In the region, over 2 million people are considered Limited English Proficient (LEP), of which 1.5 million are Spanish speakers (2017-2021 ACS PUMS data).

Community-based organization staff and OCPSC staff at the 5/8/2024 Community Connections in downtown Los Angeles.

Outcomes:

- Improved understanding of urban challenges and solutions for community engagement.
- Enhanced capacity of small to medium-sized CBOs, including building relationships in the same geographic area.

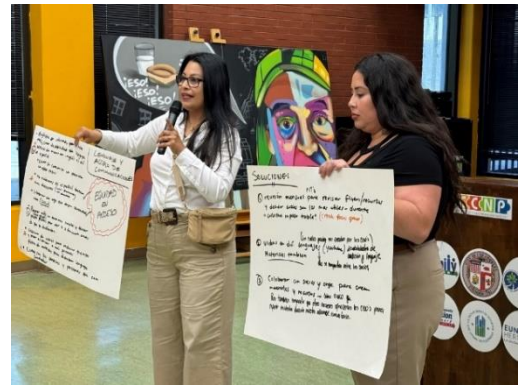
Process: OCPSC piloted the first Collaborative Solutions Workshop. Building on previous community meetings, participants delved deeper into challenges and solutions for small group work on: (1) language and communication access, (2) canvassing, (3) trusted information, and (4) equity and data. One of the small groups was conducted in Spanish. This pilot is intended to be replicated in other regions.

Participants: 29 representatives from 16 community-based organizations, OPR staff (including the Racial Equity Commission) joined OCPSC staff to listen, learn, and facilitate small groups.

Key Takeaways

1. Planning for various types of interactions with cultural sensitivity expands language and communication access.

Mayra Rivero, South Bay Center for Counseling (SBCC) and Diana Alfaro, Central City Neighborhood Partnership (CCNP), reported that the top three challenges their group focused on were the diversity of languages in Los Angeles County (in addition to English and Spanish), equitable access to information for people with disabilities, and the need for communications in various Indigenous languages from Latin America.



Although canvassers are bi- or tri-lingual, they often encounter individuals who speak other languages. CBO participants proposed creating in-language videos to share from their smartphones or tablets. The group recommended asking partners to identify and recruit community members who speak these other languages so that the videos reflect the communities being served.

During the meeting, participants highlighted the need for information to include a question on accommodations and languages to ensure equal access and inclusion. OCPSC will reiterate the importance of accessibility and accommodations for organizing events (see OCPSC / DREDF's [Disability and Access Inclusion Guides](#)).

2. Training outreach workers to manage difficult interactions fosters safer and more effective canvassing.

According to Eduardo Bracamontes of Community Development Technologies (CDTech), outreach workers consistently face the challenge of interacting with community members who are resistant to engage or who are short on time when canvassing. He reported weather and the time of day, particularly when school is in session, affect community members' availability to speak with outreach workers.

Training can equip outreach workers with the necessary skills, knowledge, and confidence to canvass effectively and safely across diverse environments. Before canvassing, outreach workers should familiarize themselves with content and be prepared to answer frequently asked questions. Training can ensure that outreach workers are aligned on safety protocols during canvassing. They may also practice personalizing content and asking open-ended questions to community members. In addition, outreach workers can be trained to record information for data collection and reporting.

OCPSC has developed a job aid on how to canvass as a result of this conversation.

3. Providing credible and reliable information from reputable sources in plain language maintains trust in the community.

Luis Lopez Resendiz, Comunidades Indigenas en Liderazgo (CIELO), recalled their work at the height of the COVID-19 pandemic translating and communicating medical terminology and



safety guidelines from public health organizations into several indigenous languages, several of which have no written form. CIELO educates communities on emergency preparedness and connects them to local resources during in-person community gatherings. He shared that working-class Spanish-speakers listen to Spanish-language radio stations such as “La Que Buena” for trusted information.

Using plain language makes communication more effective by ensuring it is accessible, clear, trustworthy, engaging, and actionable for broad audiences. This approach makes information accessible to non-native English speakers and those with disabilities, such as cognitive impairments or learning difficulties. Simple, clear communication in any language enhances the perceived reliability of the information, encouraging more people to listen and engage. Plain language can make interactions feel more personal and approachable, fostering stronger relationships and trust between CBOs and their communities.

OCPSC works to combat misinformation and disinformation through partnerships with CBOs as trusted messengers. Misinformation is false or inaccurate information or getting the facts wrong. Disinformation is false information, which is deliberately intended to mislead, intentionally misstating the facts. Attempts to provide correct information are most successful when the information comes from trusted sources and representatives.

4. Collecting and analyzing data with community input is the first step in identifying disparities to be addressed with equitable solutions.

Aja Adeagbo, Coalition for Responsible Community Development, shared that data and equity begin with how research is executed. She shared how community members are often not included during the design of surveys, focus groups, or talking points. There is a need for cultural relevance and awareness when researching because, with community input, findings may accurately reflect the communities of focus.

In the data and equity group discussion, key solutions included building and starting with trust, addressing language barriers, and compiling data for and by community. Communities need to trust how their data will be used and how data can work for them to benefit their communities. When distributing information, outreach workers need to consider both language and cultural barriers. As Aja shared, the community should be involved in every step – from design, data collection, analysis, and distribution – to make data accessible and adaptable, whether that is to support advocacy, program development, or policy direction.

OCPSC will continue to involve CBOs, incorporate community inputs, and provide feedback to how information is used. OCPSC’s guiding principles include promoting equity and making data-informed decisions. The heart of our work is the Trusted Messenger Network who provide timely access to culturally and linguistically relevant education and communication materials to their community members and residents.

OCPSC co-organizes webinars with the U.S. Census Bureau to host trainings for CBOs and state agencies to provide data tools for equity and identifying underserved populations. Census data is key for communities to know how data can benefit themselves.

Contact info@ocpsc.ca.gov



Participants

	Organization	Name
1	Casa de la Familia	Dayanna Covarrubias
2	Central City Neighborhood Partners (CCNP)	Diana Alfaro
3	Central City Neighborhood Partners (CCNP)	Kimberly Alaniz
4	Central City Neighborhood Partners (CCNP)	Luis Serrano
5	Centro CHA Inc	Jessica Quintana
6	Centro CHA, Inc.	Ariana Sahagun
7	Centro CHA, Inc.	Lizbeth Corrales
8	Coalition for Responsible Community Development	Aja Adeagbo
9	Community Development Technologies Center	Eduardo Bracamontes
10	Community Development Technologies Center	Susana Coracero
11	Comunidades Indigenas en Liderazgo (CIELO)	Angel Novelo
12	Comunidades Indigenas en Liderazgo (CIELO)	Luis Lopez Resendiz
13	Esperanza Community Housing Corporation	Maria Bejarano
14	InnerCity Struggle	David Gutierrez
15	Instituto de Avance Integral Latino CDC	Felipe Castro
16	Korean Immigrant Workers Advocates of Southern California (KIWA)	DJ Yoon
17	Long Beach Bar Foundation	Ginger Moore
18	Los Angeles Mission	Monique Alvarado
19	Los Angeles Mission	Simonne Brewster
20	Mamas del Sur Centro	Al Enciso
21	Mamas del Sur Centro	Maria Espinoza
22	Mamas del Sur Centro	Yesenia Rosales
23	South Bay Center for Counseling (SBCC)	Elisea Grimaldo
24	South Bay Center for Counseling (SBCC)	Mayra Rivero
25	Southern California Rehabilitation Services, Inc.	Hector Ochoa
26	United Cambodian Community	Bonim Ouk
27	United Cambodian Community	Chantha Ros
28	United Cambodian Community	Rotha Dip
29	Watts Labor Community Action Committee	Timothy Watkins

The **Office of Community Partnerships and Strategic Communications (OCPSC)** executes campaigns related to the state's highest priority public awareness and community outreach efforts. As the single state entity coordinating California's most important community engagement efforts, the Office allows the state to realize more inclusive and effective outcomes while preventing equity gaps in statewide outreach. For more information, visit ocpsc.ca.gov or email info.ocpsc@opr.ca.gov.