Presenters

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In our Session Today…..

- Volunteerism in the Latino community
- How to recruit, train, and retain Hispanic volunteers
Who we are...
The goal of this program is to develop the capacity of SHIP and SMP staff nationwide to implement successful outreach and education among Hispanic older adults in their communities.
This curriculum provides information and practical resources for SMPs, helping them to reach LEP Hispanic older adults across the country as they implement the program.
Polling Question

Have you already taken the NHCOA online curriculum?

a) Yes

b) Not yet
Volunteerism in the Latino Community
Diversity in the Hispanic community

Factors contributing to Latinos’ heterogeneous nature:

- **Geographical location**
  - Caribbean vs. Andean

- **Cultural nuances**
  - Informality vs. formality

- **Time living in the US**

- **Educational attainment**
  - Little or no primary education vs. post-high school education
Exercise

How do you say straw in Spanish?
Exercise

How do you say straw in Spanish?

- **Absorbente**: Cuba
- **Bombilla**: Chile and Bolivia
- **Calimente**: Dominican Republic
- **Cañita**: Peru
- **Carrizo**: Panama
- **Pajilla**: Costa Rica, El Salvador, Honduras, Nicaragua and Guatemala
- **Pajita**: Uruguay and Spain
- **Pitillo**: Colombia, Venezuela
- **Popote**: Mexico
- **Sorbete**: Argentina, Ecuador
- **Sorbeto**: Puerto Rico

Working to improve the lives of Hispanic older adults, their families, and caregivers
Latino/Hispanic Characteristics

- **Familismo** (Familism): The concept reflects the importance of the family at all levels

- **Fatalismo** (Fatalism): Control over what happened- and will happen-has an external locus
Latino/Hispanic Characteristics

• **Respeto** (Respect): based on age, experience, or service

• **Personalismo** (Personalism): relationship with the individual rather than with the institution
  - *Plática/Charla*: friendly conversation
  - *Confianza Mutua*: mutual trust
Volunteerism and Latinos: Historic Roots

- Come from systems where governments and churches are responsible for providing the majority of social services.
- Culture-specific values such as familismo and collectivism have a strong impact in shaping Hispanic models of volunteering.
- Voluntary actions are far more personalized and informal and less institutionalized than those of mainstream.
- Faith-based networks have provided a variety of informal and formal mutual aid services for established and recent immigrant Latino families.

Working to improve the lives of Hispanic older adults, their families, and caregivers.
Characteristics of Latino Volunteerism

- Latinos do not volunteer like mainstream Americans
- It is not part of their history
- Culture of “doing favors” / Helping others
- Free cooperation
- Informal volunteerism
- Altruistic Work

Working to Improve the Lives of Hispanic Older Adults, their Families, and Caregivers
Engaging Latinos to Volunteer

☑️ It is a process of building relationships, and trust with Hispanic communities

☑️ Hispanic Engagement uses authentic engagement strategies that create advocates for people, neighborhoods and issues within communities
6 Strategies for Hispanic Engagement

1. Relationship

2. La Cultura

3. Go to la Gente

4. Collaborate

5. Be a Resource

6. Respect
Based on what you have heard, which of the following options would be more effective to engage Hispanic volunteers

a) Handing out flyers
b) Newspaper announcements
c) Personal invitation
Recruiting Latino Volunteers

- Recruiting Latinos as volunteers needs to be done on a one-to-one basis
- Introduce your organization’s mission and goals and how they apply and benefit volunteers’ families and the Latino community
- Initially recruit for short-term assignments
- Emphasize the idea that anybody can be a volunteer regardless of his or her gender, age, religion, race, or economic and educational level
Training and Retaining Latino Volunteers

• As with strategies for recruitment, the training and support provided to volunteers must take into account their daily life experience and the influence of culture
• Create a welcoming environment and find time to visit with volunteers
• Reinforce personal relationships continuously
• Offer food during meetings, even if it is only a beverage
• Train them on one topic at a time
• Simplify paperwork and explain why it is needed
• Review program policies and practices to identify those that might discourage Latino participation
Training and Retaining Latino Volunteers

Get Ready to Face Challenges

• Be prepared to provide child care as needed
• Be prepared to help with transportation
• Avoid out of pocket expenses
• Take into consideration work schedules when planning meetings for volunteers and scheduling volunteer hours

Provide Skills

• Provide quality training that builds on the knowledge and experience of volunteers
• Consider a mentoring approach to training
• Involve volunteers in planning as well as carrying out plans
Training and Retaining Latino Volunteers

• Invite them to work within a diverse work committee or group. Be sure that they have somebody they already trust in the group
• Make reminder calls. This helps not only to remind them of their task or meeting but also to build a relationship
• Recognition of their work must be designed within the cultural context
• Involve the entire family
  ▪ Build a relationship and establish trust with the Latino community
  ▪ Thank them
Polling Question

True or False

To effectively recruit, train, and retain Hispanic volunteers is important to consider that:

- Latinos come from collectivistic cultures and they are **relationship-oriented** (i.e. familism, personalism).

- Latinos have unique view on volunteerism.
  - Informal, lack of structure
  - Family & community-oriented
  - Trust-based
  - Organic process
Questions
¡Muchas Gracias!

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