



Kansas City's Latino Civic Engagement Collaborative

Utilizing the Hispanic Needs Assessment as an Impetus for Action

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University of Missouri-Kansas City

Fourteenth Annual Conference

Cambio de Colores

Latinos in the Heartland

**Shaping the Future: Leadership
for Inclusive Communities**



Latino Civic Engagement Collaborative (LCEC)

- **Hispanic Chamber of Commerce of Greater Kansas City,**
Carlos Gomez, President/CEO
- **Hispanic Economic Development Corporation,**
Pedro Zamora, Executive Director
- **LULAC National Educational Service Center of Kansas City,**
Michael Macias, Director
- **Mattie Rhodes Center,** John Fierro, President/CEO
- **Samuel U. Rodgers Health Center and Cabot Westside
Medical and Dental,** Hilda Fuentes, CEO
- **Westside Housing Organization,**
Gloria Ortiz-Fisher, Executive Director



LCEC History

- Formerly known as the *Kansas City Hispanic Civic Engagement Project*
- Established in 2009 with financial support from the Hispanic Development Fund of Greater Kansas City
- Brings over 200 years of operational experience and an annual budget of over \$10 million
- Supports delivery of education, health, mental health, business development, cultural arts, housing, economic development, youth development and social services for Latinos in Kansas City



LCEC Vision

The Latino community in Kansas City, Missouri will be healthy politically, economically, educationally, physically and emotionally. It will have an empowered civic voice and will be recognized and appreciated by the broader community.



LCEC Mission

The Latino Civic Engagement Collaborative (LCEC) is a collaborative of non-profit executives that speaks with a unified voice to bring about measurable improvements in the quality of life for Latinos in Kansas City, Missouri.



3-Year Goals of the LCEC

By 2014:

- Jointly raise \$1 million to support direct services by LCEC organizations
- Obtain NCLR's commitment to bring annual conference to Kansas City
- Place at least 10 local Latinos in community leadership positions

Played substantial role in increasing the number of single-member City Council districts from 6 to 9.



Commissioning of the Needs Assessment

Commissioned by the Latino Civic Engagement Collaborative

- Funded by Adelante Fund, Bank of America, City of Kansas City MO City Manager's Office, H&R Block Foundation, Hall Family Foundation, Hispanic Development Fund
- Previous Hispanic Needs Assessment 25 Years Ago
- UMKC Institute for Human Development, Alianzas Program
- Bi-State Hispanic Needs Assessment Advisory Committee

Hispanic Needs Assessment Advisory Committee



- Argentine Neighborhood Devt. Assoc., Ann Murguia, Exec. Dir.
- Cabot Westside Medical and Dental Center, Liz Cessor, President/CEO
- Co-Author of 1988 Hispanic Needs Assessment, Ascensión Hernández
- Economic Devt. Corp., Bernardo Ramirez, Vice President/COO
- El Centro, Inc., Mary Lou Jaramillo, Former President/CEO, Irene Caudillo, President/CEO, and Amber Hackett, Devt. Dir.
- GKC Chamber of Commerce, Daniel Silva, Dir. of Diversity/Inclusion

Hispanic Needs Assessment Advisory Committee



- GKC Hispanic Devt. Fund, Mayra Aguirre Raplinger, Dir.
- Guadalupe Centers, Inc., Jean Paul Chaurand, COO
- Hispanic Chamber of Commerce of GKC, Carlos Gomez, President/CEO
- Hispanic Economic Devt. Corp., Carmen Lopez, Interim Exec. Dir.
- Latino Coalition of KC, Jessica Piedra, President
- Latinos of Tomorrow, Erika Garcia-Reyes, President
- LULAC Natl. Educational Service Center of KC, Michael Macias, Dir.

Hispanic Needs Assessment Advisory Committee



- **Mattie Rhodes Center**, John Fierro, President/CEO, and Susan Garrett, Dir. of Community Services
- **Samuel U. Rodgers Health Center**, Hilda Fuentes, CEO
- **UMKC Latina(o)/Chicana(o) Studies Program**, Dr. Miguel Carranza, Dir.
- **UMKC Inst. for Human Devt.**, Vim Horn, Assoc. Dir., and Erika Noguera, Alianzas Coord.
- **Westside Housing Organization**, Gloria Ortiz-Fisher, Exec. Dir.
- **Young Latino Professionals of GKC**, Randy Lopez, Former President, and Daniel Silva, Vice President of Strategic Planning



Components of this Approach

Aspects of the LCEC Hispanic Needs Assessment Project to Consider:

- Infrastructure
- Guiding Principles and Processes
- Stakeholders and Participants
- Instruments
- Findings
- Recommendations and Next Steps

Assessment Framework



Based on These Determinants of Health:

- Access to Health Care
- Availability of Quality Education
- Access to Housing and Other Resources
- Discrimination
- Civic Engagement



Census and Other Existing Data

Demographic Profile in 2010

- 9% of Greater Kansas City Population Is Latino
- 78% Growth Rate of Greater Kansas City Is Latino Population
- 50% of Latinos Are Under 24 Years of Age
- English Language Fluency, Ages of 5 Years and Older (2006-2010)
 - 79% of Latinos in **KS Counties**
 - 83% of Latinos in **MO Counties**

(U.S. Census 2010 Data, American Community Survey 2006-2010 Data)



Assessment Design

Assessment Design

- Intentional Sampling: 9-County Bi-State Greater Kansas City
- Focus on Both Process and Desired Result
- Attention to Both Needs and Assets
- Extensive Community Volunteerism, Guidance, Feedback

Populations Surveyed



Survey Instruments Designed for These Populations:

- Community Members (N=1,240: 43% in English and 57% in Spanish)
- Leaders Engaged with the Latino Community (N=44)
- Youth in 6 High Schools with High Latino Population (N=766)



Community Survey

Assets of Latino Community (n=974)

- Bilingual Language Skills (64%)
- Participation in Religious Organizations (52%)
- Strong Family Relationships (50%)
- Work Ethic (48%)
- Adding Cultural Diversity to Community (47%)
- Entrepreneurship (47%)
- Spirit of Service (47%)



Community Survey

Satisfaction Living in Greater Kansas City (n=1,129)

- *Somewhat to Very Satisfied* (74%)

Discrimination Reported by 50% of 1,119 Respondents

- 551 Identified the Areas of Discrimination
 - Employment (49%)
 - Criminal Justice System (42%)
 - Schools (27%)
 - Housing (18%)
 - Other (23%)



Community Survey

Economic Challenges for Latinos (n=974)

- Lack of Opportunities/Services for Undocumented Individuals (63%)
- Unemployment for Adults (60%)
- Lack of Permanent Residency for Working Adults (57%)
- Unemployment for Youth (46%)
- Lack of Adequate, Affordable Housing (43%)



Community Survey

Civic Challenges for Latinos (n=974)

- Crime in Neighborhoods (56%)
- Lack of Latinos in Community Leadership Roles (56%)
- Loss of Spanish Language or Culture of Origin (49%)

Lack of Government Representation (n=1,130-1,134)

- 15% Felt Well-Represented by Local Government
- 13% Felt Well-Represented by State Government
- 65% Had Not Voted Here, 59% Due to Lack of Citizenship



Community Survey

Health-Related Challenges for Latinos (n=974)

- Unplanned Teen Pregnancy among Latina Youth (58%)
- Family Violence or Domestic Violence (54%)
- Poor Physical Health of Community Members (49%)
- Poor Mental Health of Community Members (30%)

Community Survey



Education-Related Challenges for Latinos (n=974)

- Gangs (65%)
- Low High School Graduation Rates for Latino Youth (65%)
- Low Education Levels of Adults (62%)
- Lack of Permanent Residency for Youth (51%)
- Low Literacy (43%)



Community Survey

Employment-Related Services

- 18% Needed Employment Training (Easy to Access for 24% of Latinos Who Needed It)
- 11% Needed Small Business Loans (Easy to Access for 18% of Latinos Who Needed Them)

Transportation

- 92% Had Access to a Car
- 41% Expressed Family's Need for Bus Services (Easy to Access for 41% of Latinos Who Needed Them)



Community Survey

Housing Services

- 47% at Current Address 5 or More Years
- 43% Homeowners
- 28% Needed Utilities Assistance, 14% Needed Housing Assistance, and 7% Needed Emergency Shelter
- Difficult/Impossible to Get Help for Majority with These Needs



Community Survey

Food Resources

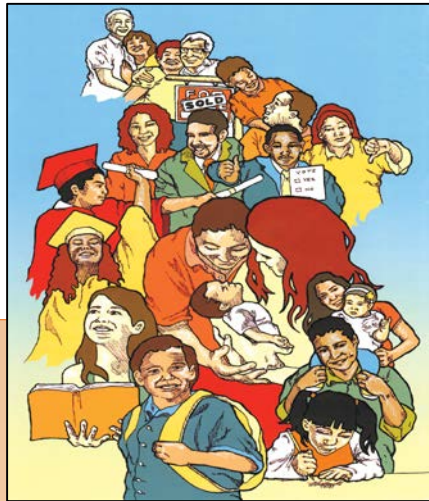
- 21% of Families Had Run out of Food in Past Year and Could Not Afford to Buy More
- 45% of Families Needed Food Assistance, and 49% of Them Found It Easy to Access
- 39% Had No Grocery Store in Walking Distance – Considered Very Important by 48% with This Need



Community Survey

Health-Related Service Needs

- Nutrition in Past Year
 - Family had run out of food and could not afford to buy more (21%)
- Health Care in Past Year (n=1,161-1,166)
 - Family member could not access a doctor (29%)
 - Family member could not access a dentist (38%)
 - Family member could not fill a needed prescription (27%)



Community Survey

Health-Related Service Needs

- Mental Health Care in Past Year:
 - Someone in family had needed or accessed therapy or counseling (33% of 1,141)
 - Of these, 15% could not access this service, and 31% found it difficult to access
- Need for Translation Services Expressed by 498 Respondents
 - 79% needed in health care (most frequently identified area of need for translation/interpretation)



Community Survey

Health Care Service Comments

- Access:
*We are “denied medical treatment for being undocumented.”
It is “difficult to have access without being a legal resident.
The only option is to pay on my own but [it] ends up being
excessively expensive.”*
- Expense:
*“We earn more than what the clinics approve to receive assistance,
but not enough to pay the medical costs.”*
- Translation Services and Bilingual Health Professionals:
*There are few “opportunities for children with disability who are Spanish-
speaking.”*



Community Survey

Educational Services

- 84% of Parents Had at Least 1 Child in Public School
- 78% of Parents Rated Children's Education as *good/excellent*
- Someone in Family of 551 Respondents Needed English Language Courses
- Half of Those Who Needed English Language Courses Stated They Were Easy to Access
- Need for Translation Services Expressed by 498 Respondents



Community Survey

Educational/Employment Service Needs

- Early Childhood Programs (36% of Parents)
- Before/After School Programs (40% of Parents)
- Arts, Sports, or Music Programs (51% of Parents)
- English Language Courses (50% of Families);
Easy to Access for 52% of Those Who Needed Them



Key Informant Leaders Survey

Assets of Latino Community Identified by over 60% of Responding Leaders (n=34)

- Entrepreneurship
- Work Ethic
- Strong Family Relationships
- Addition of Cultural Diversity to the City
- Participation in Religious Organizations



Key Informant Leaders Survey

Community Challenges Identified by over 60% (n=34)

- Low Latino High School Graduation Rates
- Low Education Levels of Latino Adults
- Unemployment for Adults and for Youth
- Lack of Latinos in Leadership Roles
- Lack of Opportunities/Services for Undocumented
- Crime
- Lack of Permanent Residency Options
- Gangs



Key Informant Leaders Survey

Importance of These Services Greater than Availability

- Low-Income Housing
- Utilities Assistance
- Emergency Shelter
- Public Transportation
- Food Assistance
- Employment Training
- Business Assistance/Loans
- Day Care/Child Care
- Before/After School Programs
- Sports/Arts/Music Programs
- Translation in School Settings
- English Language Courses
- Health Care
- Dental Care
- Prescription Access
- Mental Health Care
- Translation in Health Care Settings



Key Informant Leaders Survey

Ranking of 19 Service Sectors Not Fully Meeting Needs

- #1 Health Care (58%)
- #2 Before/After School Programs (44%)
- #3 Low-Income Housing (44%)
- #4 Employment Training (42%)
- #5 Public Transportation (42%)



Youth Survey

The 766 High School Junior/Senior Respondents

- 56% Latino, 42% Non-Latino, 2% Unknown Ethnicity
- English Only Language in Home – 8% of Latinos, 70% of Non-Latinos
- Born in U.S. – 66% of Latinos, 77% of Non-Latinos
- Parents/Grandparents Born in U.S. – 20% of Latinos, 70% Non-Latinos



Youth Survey

Very Similar Spheres of Civic Engagement

- Tutor Someone – 42% of Latinos, 48% of Non-Latinos
- Participation in Class – 88% of Latinos, 87% of Non-Latinos
- School Activities – 70% of Latinos, 65% of Non-Latinos
- Community Activities – 35% of Latinos, 37% of Non-Latinos
- The Exception: Interpreted/Translated for Someone –
75% of Latinos, 21% of Non-Latinos

Youth Survey



Access to Services and Resources

- Needed Health Care
 - 82% of Latinos, 85% of non-Latinos
 - Hard to access for 18% of Latinos and 12% of non-Latinos who needed it
- Needed Counseling/Mental Health Care
 - 51% of Latinos, 54% of Non-Latinos
 - Hard to access for 31% of Latinos and 31% of non-Latinos who needed it

Youth Survey



Access to Services and Resources

- Needed Tutoring Services
 - 38% of Latinos, 41% of Non-Latinos
 - Hard to access for 19% of Latinos and 34% of non-Latinos who needed them
- Needed Language Services
 - 32% of Latinos, 30% of Non-Latinos
 - Hard to access for 30% of Latinos and 32% of non-Latinos who needed them

Youth Survey



“Best Things” about Greater Kansas City (N=555)

- The People – Family, Friends, Helpful and Friendly People, Diverse People (219 of 1,062 Comments)
- The City – Close Communities, Home Town Feeling
- Activities and Attractions – Entertainment, Retail, Sports, Food

Satisfaction with Living in Greater Kansas City

- 66% of Latino and 59% of Non-Latino Youth *Somewhat* to *Very Satisfied* Living in Greater Kansas City

Youth Survey



“Biggest Problems” in Greater Kansas City (N=581)

- Safety Concerns in 471 of 1,074 Comments
- Effects of Poverty in Economy, Employment, Housing, Community Infrastructure
- Educational System and Schools – 64 Comments about Management, Cleanliness, Resources, Maintenance, Only 1 Referring to Teachers as an Issue
- Not Enough Youth-Focused Activities and Places to Go – 60 Comments

Youth Survey



Other Red Flags

- Over a Third of Latino and Non-Latino Students Experienced Racial/Ethnic Discrimination
 - Most Often in *Schools* for Non-Latinos
 - Most Often in *Criminal Justice System* for Latinos
- 22% Had Seriously Considered Dropping Out of School, Even Though 92% Hope and Plan to Go to College

Next Steps



Continue a Coordinated Participatory Process

- By Focus Area – e.g., Education, Health, Employment
- Within Organizations
- Within Communities
- Metro-Wide

Priorities

- Build on Assets
- Face Complex Issues
- Address Unmet Service Needs

Next Steps



Primary Topics

- Health
- Education
- Safety
- Legal Status
- Employment
- Housing and Neighborhood Development



Web Links

Link to the Full Report, including Survey Instruments:

<http://www.westsidehousing.org>

(Under *Research & Publications* Tab)