

LunchChat

Connect. Inform. Help.



The Importance of Inclusivity in Communicating With Diverse Audiences

April 30, 2020

Hosted by Rockford Area Convention & Visitors Bureau

John Groh Today's LunchChat Host



- President/CEO – Rockford Area Convention & Visitors Bureau
- Today's LunchChat Partners:
 - NICNE
 - Coalition of Latino Leaders
 - NAACP
 - City of Rockford Human Services Department

Panelists



Mustafa Abdall
Educator RPS 205
Community Advocate



Cesar Sanchez
Coalition of Latino Leaders
Midland States Bank



Rhonda Greer
Educator RPS 205
NAACP



Anqunette Parham
City of Rockford

Connect. Inform. Help.

UnitedWayRRV.org/covid-19

OR

Text TOGETHER to 40403

Mustafa Abdall



- Community Organizations
- Barriers for the immigrant community
- Solutions (Communication & Partnerships)

Community Advocate

- Global American
- Rockfordian Citizen
- Community Involvement:
 - Bilingual Multicultural Advisor
 - ESL Teacher
 - International Cultural Advisor
 - International Student Recruiter
 - & More



Community Organizations

- **Rockford Today Networks-** working with the immigrant community to educate and help them to enjoy living the American dream
- **Winnebago Emerging Small Business Support**
Working with immigrant business owners to develop their current businesses and start new businesses
- **Strong neighborhood community center**
Offer 7 days a week bilingual and cultural support for the immigrant newcomer community



Barriers for the Immigrant Community

- Recognition of the many diverse nationalities in our community
- Language barrier (Health/Employment/Resources)
- Trust
- Access to needed resources (Transportation, technology....)



Solution: Communication

The communication is a magical power. Few words can change the world. I recall here Carol Burnett saying “Words, once they are printed, have a life of their own”. Metaphorical joke. Why did all dinosaurs become extinct? I believe that they became extinct due to miscommunication. They neither agree to communicate with others nor accept any change.



Solution: Community Partnerships

You can not do it alone

Find a partner or a friendly expert

Listen to the People

Community Partnership is the crystal ball to make change. Any positive change is always accomplished by working with the right partners



The Power of “We & Community” – I’m Here to help Connect

We commit to being points of contact to connect neighbors with resources. Sometimes, WE are the resource that's needed. Together, we can brave anything.

If you have a heart for community, regardless of background. Get involved



Solutions- Remember the Equation

Our equation of our R♥CKF♥RD:
Diversity + Love + Peace

This is the uniqueness of our home
R♥CKF♥RD

Diversity is not about how we differ. Diversity is about how we are living together, support each other and complement each other



Cesar Sanchez



- Coalition of Latino Leaders
- Major threats during COVID-19
- Bilingual Messaging/communication

Coalition of Latino Leaders

- **Background**

- Created in 2011
- Highlight Latinos embedded in the social fabric and their influence in the economic vitality of the region
- To enhance communication and trust between Latino entities and other organizations in the Region

Mission

- To facilitate communication, collaboration and sharing of resources between the Rock River Valley Region's Latino organizations, the government and other public/private institutions

Coalition of Latino Leaders

Committees

- Business, Entertainment, Communication, Education, Public Safety, Health and Wellness, Support and Advocacy, Politics and Immigration

Meetings

- 3rd Monday of each Month at 12pm at the YWCA 4990 E. State St., Rockford, IL 61108

Contact

- Rudy.valdez@comcast.net



Major Threats for the Latino Community

- Covid-19- is looked as a major threat to health and personal finances. (Pew Research Center)
 - Lack of health insurance
 - Employment in Leisure, Hospitality and other service industries



Communicating with the Latino Community

- **Bilingual messaging-** we need to be careful as inclusivity doesn't mean just translating a flyer, ad or spot.
 - Bilingual staff on site
 - Custom messaging in Spanish that addresses lifestyles and interests
 - Be sensitive to language
 - Target both men and women
 - Coordinate community outreach activities through established trusted organizations and individuals
 - Know your audience- who are you trying to reach, there are cultural diversities within the Latino Community.



The Coalition of Latino Leaders is a Resource and a Partner

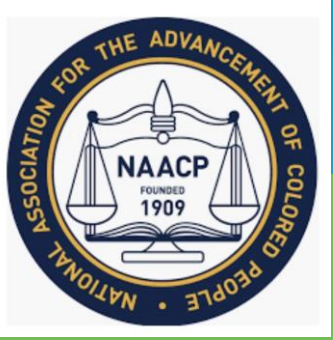
Connect & Contact us:

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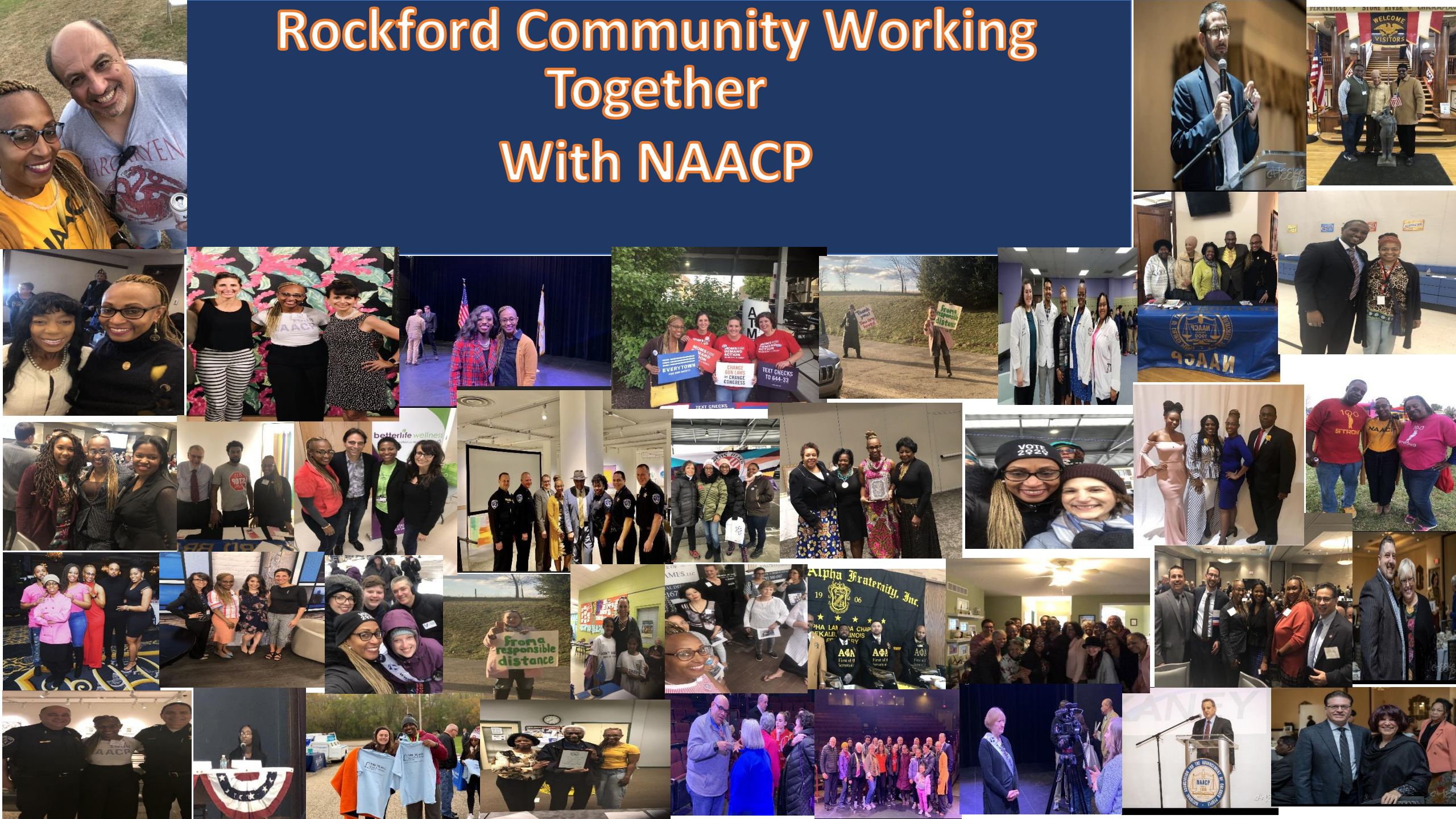


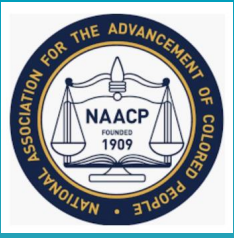
Rhonda Greer



- NAACP History & Mission
- Threats and impact on the African American Community
- Communicating with African American Communities
- Resources (Small Business & Community)
- Ways to Connect

Rockford Community Working Together With NAACP



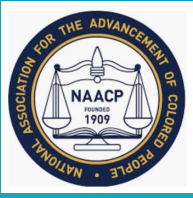


Background of the NAACP

The NAACP or National Association for the **Advancement** of Colored People was established in 1909 and is America's oldest and largest civil rights organization.

Mission:

The mission of the National Association for the Advancement of Colored People is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination.



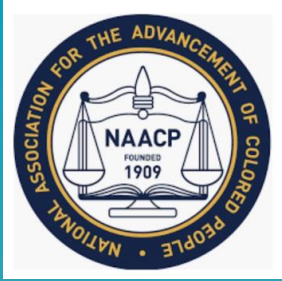
What Do We Know about the Virus?

- Impacts African Americans due to pre-existing health conditions & access to healthcare/insurance
- Minority-owned small businesses are impacted by loss of revenue. Non-essential industries
- Essential-workers more at risk



White	19	11%
Black	113	68%
Hispanic	14	8%
Asian	6	3.6%

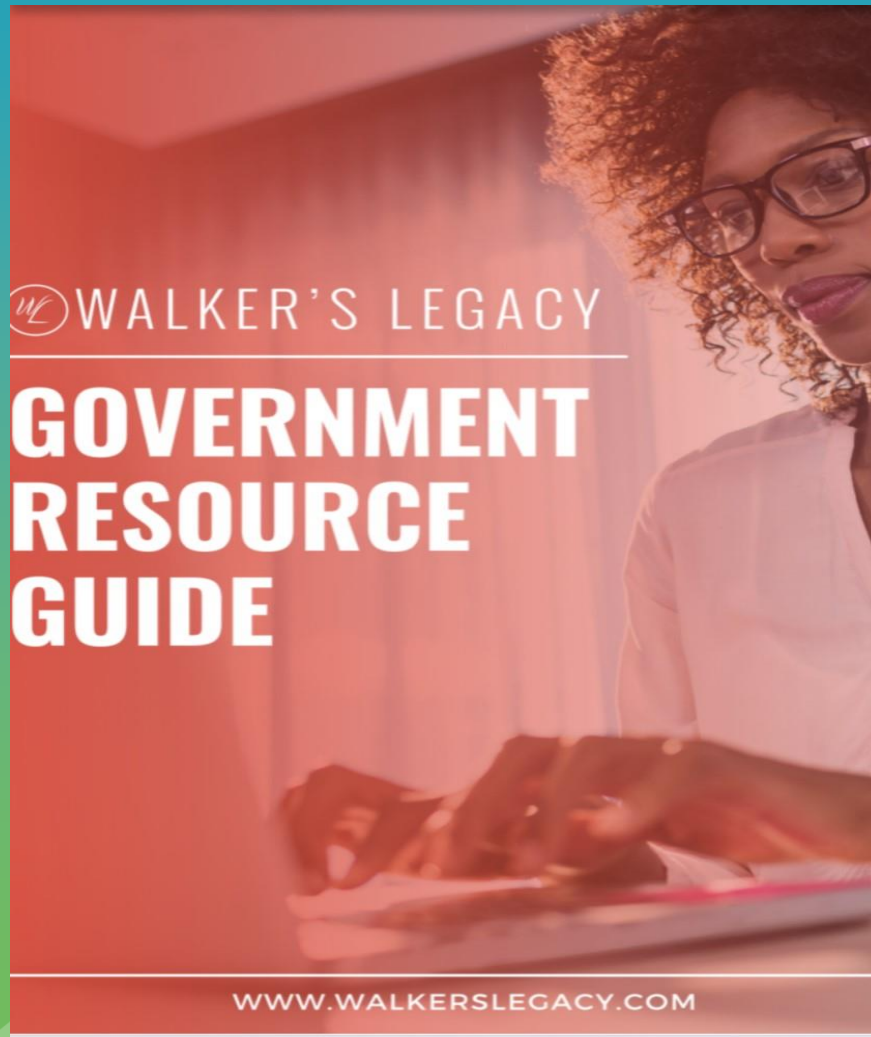
5:00p ABC7 Eyewitness News at 5pm 5:30p



Communicating with African American Communities

- Include in the conversation to understand perspectives
- Trust must be developed
- Trauma is a factor for communities
- Information must be obtainable (not everyone has access to the channels you may utilize)
- Understand there are unique sub-cultures in the African-American Community
- Voices need to be heard and represented in advertisements, marketing, and on your boards/committees

Resources- Walkers Legacy (Families)



WALKER'S LEGACY

Individuals and Families

NAME OF ACT	LINK TO RESOURCES	WHO DOES IT BENEFIT?
The Coronavirus Aid, Relief, and Economic Security Act (CARES Act)	Individuals	Individuals
Expanded Family Medical Leave	FMLA info	Employees / Employers with < 500 employees
Disaster Unemployment Benefits	Disaster Unemployment Info	Employees (whose unemployment results from a major disaster)
Emergency Paid Sick Leave	Emergency Paid Sick Leave Info	Full-time & Part-time employees
Food & Nutrition Service	<ol style="list-style-type: none">1. Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)2. Emergency Food Assistance Program (TEFAP)	<ol style="list-style-type: none">1. Low-income pregnant women or mothers with young children who are laid off due to COVID-19.2. Low-income Americans with local food bank access.

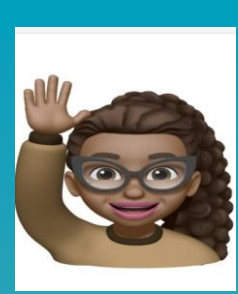
WALKERSLEGACY.COM

Resources- Walkers Legacy (Small Businesses)



Small Businesses

NAME OF ACT	LINK TO RESOURCES	WHO DOES IT BENEFIT?
Paycheck Protection Program	SBA PPP	Small Businesses & Entrepreneurs
SBA - Debt Relief Program	SBA Debt Relief Info	Small Businesses
SBA- Economic Injury Disaster Loan (EIDL Loan)	EIDL Loan Cash Advance Info	Small & Non Profit Businesses
Coronavirus Preparedness & Response Supplemental Appropriations Act, 2020	CPRSAA	Federal Agencies: SBA, HHS, & State Department



Resources- Ensure Your Voices are Heard

The stakes are too high!

- The NAACP urges every person living in the United States to be counted by completing the 2020 Census for every person living at each residence, shelter, group housing, campus, mobile home, and all other places, including the homeless.
- The population determine the amount of dollars the federal Government allocates to states for such things as road repairs, funding for police and fire department, funding for schools and state universities, meals on wheels, kidney failure and dialysis, diabetes and other chronic diseases, hospitals and much more.
- The population is used to determine the number of representative there are in the United States Congress Far to often Black and Brown communities are under-represented.

The NAACP is a Partner

Connect & Contact us:

Rockford Branch NAACP Office: 815-969-0633

Come out join our team

Anqunette Parham



- City of Rockford Human Services Department
- Barriers for the population served
- Solutions & Resources

City of Rockford Human Services Department

- The City of Rockford Human Services Department is the Community Action Agency for Boone and Winnebago County
- Community Action Programs are part of a nationwide network of agencies that were created out of the 1964 Economic Opportunity Act, as a method of equipping low-income citizens with the tools and potential for becoming self-sufficient.
- Our goal is the elevation of health, education, economic standards for low-income residents in IL.

Barriers for Population Served

- Economic
- Transportation
- Food Instability
- Health Disparities and Low Health Literacy
- Distrust of Systems (government, healthcare, and educational systems)
- Message Resonates: Does the person delivering the message look and sound like me?

Solutions

“If you’re not at the table, you’re on the menu.”

Diverse decision makers, increased access, multi-disciplinary approaches

Resources

Local, state, and federal programs of assistance for a variety of circumstances.

For assistance, please call

City of Rockford Human Services/Community Action
Agency of Boone and Winnebago Counties

844-710-6919



Q&A

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UnitedWayRRV.org/covid-19

OR

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Tuesdays & Thursdays @ 12 noon

www.gorockford.com/lunchchat

Stay Connected!

Facebook: GoRockford

www.gorockford.com

covid19@gorockford.com

Rockford Area Resources

GoRockford.com/ResourceCenter

Information about local sites/attractions/restaurants, and resources for families and small businesses

GoRockford.com/LunchChat

Weekly webinars every Tuesday/Thursday

LunchChat

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Thank you!