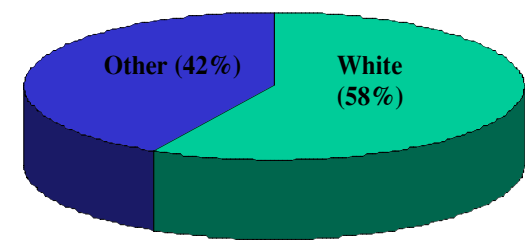


# BROADENING AND DEEPENING CULTURAL ENGAGEMENT FOR UC COOPERATIVE EXTENSION

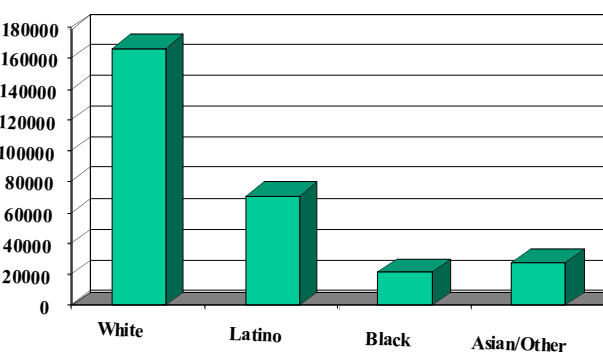
Jonathan K. London  
California Communities Program

## What do we know?

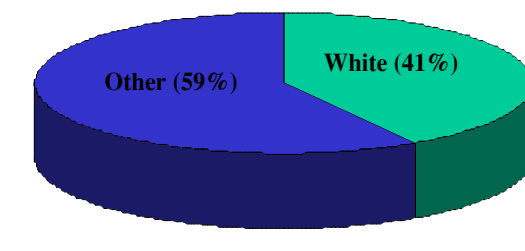
CALIFORNIA 1990



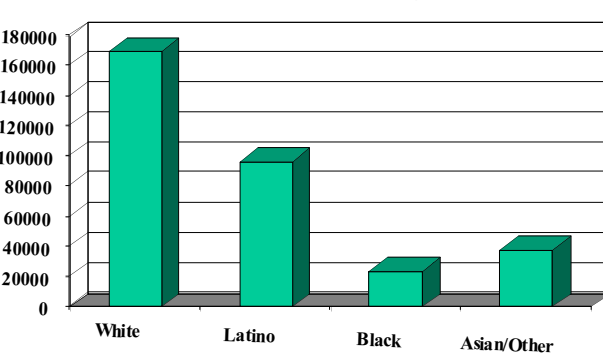
California Population by Race and Ethnicity, 1990



CALIFORNIA 2020

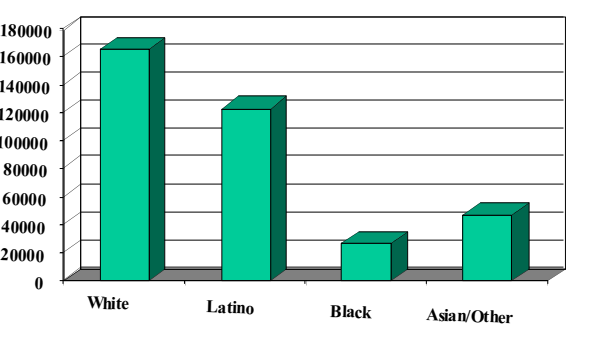


California Population by Race and Ethnicity, 2000

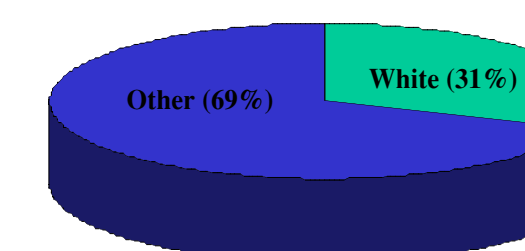


Department of Finance, Urban Research Unit, Report 85, P.4

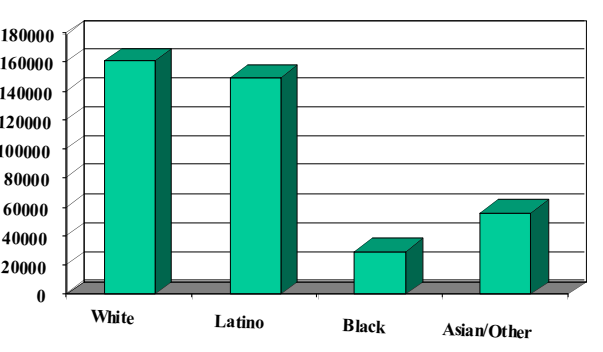
California Population by Race and Ethnicity, 2010



CALIFORNIA 2040



California Population by Race and Ethnicity, 2020



Department of Finance, Urban Research Unit, Report 85, P.4

From: California's Future – El Futuro del Estado de California. Dr. Leo Estrada, Associate Professor of Urban Planning, UCLA. At "Cooperative Extension and California's Latino Communities: Is there a Partnership in Our Future?" Fifth Annual California Communities Coordinating Conference. June 8, 2005. UC Davis.

### Successful Models for Incorporating Diversity Exist

Effective strategies exist for engaging lesser-heard voices in public discussions

- Advisory Committees
- Outreach Workers
- Community Conversations
- Community Capacity-Building
- Mini-grants
- Program Design Workshops

Implementing these strategies requires managing difficult trade-offs.

- Power/ effectiveness vs. openness/ inclusion
- Difficulty in bridging community and bureaucratic worlds
- Long-term commitments needed but can lack short-term payoffs
- Small-scale victories can divert attention from large-scale issues/ arenas

Simply engaging lesser-heard voices does not necessarily lead to citizen power over decisions.

It pays to be conversant in multiple tools for civic engagement, to maximize their respective strength

Local political culture plays a pivotal role in supporting or constraining civic engagement efforts.

From: David Campbell "Managing Citizen Participation Given Cultural Diversity: Tool Choices and Implementation Strategies." CCP Working Paper #5.

### Diverse communities want to be engaged.

Latino/as are engaged in community activities

Major reasons for getting and staying involved: benefits for themselves, their children, and the community

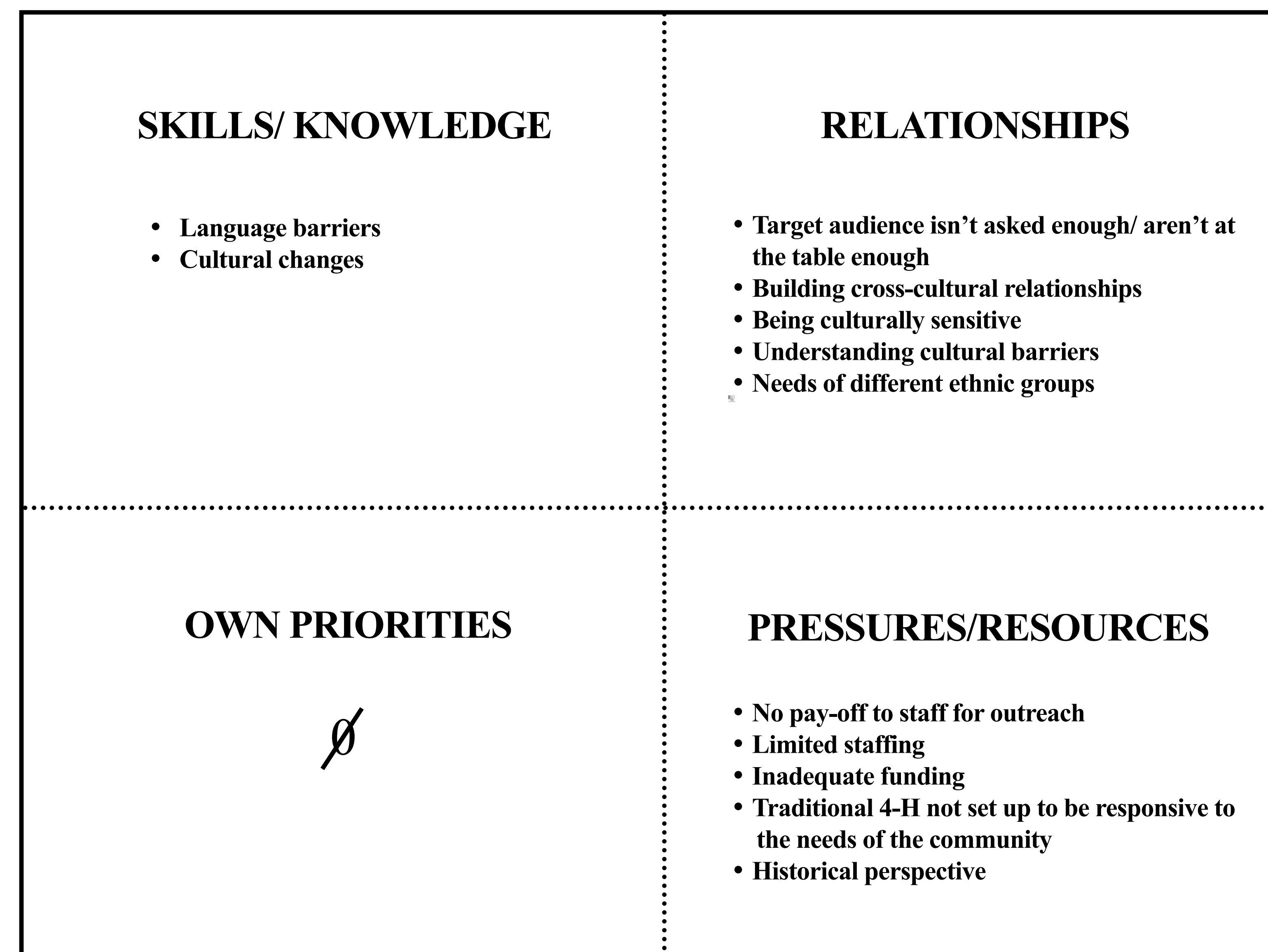
Participate in support roles in and believe that no major skills are needed – just willingness to help.

Lack of time, obligations to work and family and lack of information are primary reasons for non-participation.

From: *Learning from Latino Community Efforts*. Youth, Families and Communities Workgroup, Peggy Gregory, Steve Dasher, Mike Mann, David Snell, Carla Sousa, Yvonne Steinberg, Ken Willmarth, Joan Wright.

## What stands in our way?

Barriers to fuller engagement with diverse and high-need populations identified by Central Valley CE personnel.



From: *Turning towards a new Central Valley: Challenges and Opportunities for Cooperative Extension in the Central Valley*. Cap-note Presentation. Jonathan K. London, March 29, 2006

## How do we get to where we want to go?

Extending Cooperative Extension



From *Learning from Latino Community Efforts: Recommendations for Working In Partnership with Latino Communities: A Guidebook for Public Agencies and Other Social Service Practitioners*. Carla M. Sousa, Peggy Gregory, David C. Campbell, Steve Dasher and Dave Snell

See also, *Learning from Latino Community Efforts*. Working Paper. Access at: <http://ucanr.org/groups/yfc>

### Consider "cultural humility" over "cultural competence"

"Cultural humility incorporates a lifelong commitment to self-evaluation and self-critique, to redress the power imbalance in the [client-professional] dynamic, and to developing mutually beneficial and nonpaternalistic [service] and advocacy partnerships with communities on behalf of individuals and defined populations."

From: Tervalon M, and Murray-Garcia J. 1998. "Cultural Humility Versus Cultural Competence: A Critical Distinction in Defining Physician Training Outcomes in Multi-Cultural Education" *Journal of Health Care for the Poor and Underserved*. 9(2): 117-125. May 1998.

### Trust: It Takes Time

"Remember"– this is a process. It takes time. Relationships come before tasks... It takes time to build trust. Involve youth in the program's design. Build your own network and collaborators. There is a saying that time is money, but sometimes it is better to take time before you take a step that you are going to regret. You have to be sensitive to differences and you have to have an open heart."

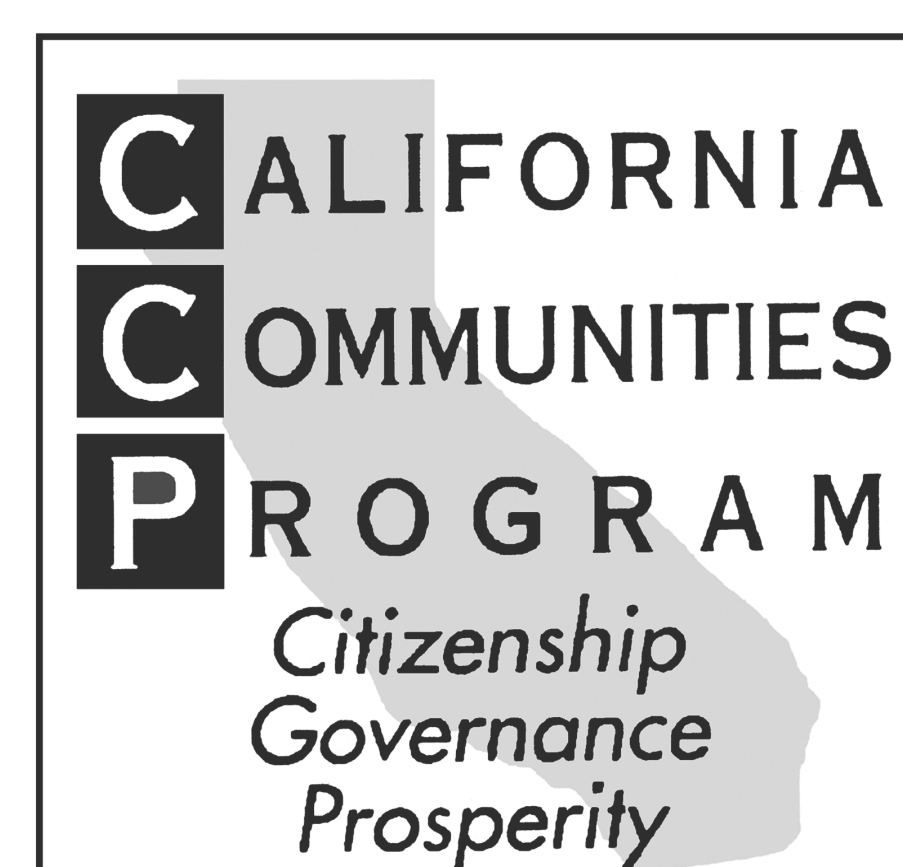
From: Cecilia Giron. "How Cooperative Extension in Oregon has Responded (to Latino Communities)" at Cooperative Extension and California's Latino Communities: Is there a Partnership in Our Future? Fifth Annual California Communities Coordinating Conference. June 8, 2005. UC Davis.

### Extension Administration Support at all Levels

The value of outreach and commitment to it needs to be clearly articulated by central and program administration and reinforced with clear signs of support. The environment must be made safe for [advisors] to risk venturing into new ways of carrying out their work.

- OSU's Commitment to Diversity Proclamation
- New position of Spanish Publications Editor in the Communications Office
- 4-H Foundation funding of outreach programs,
- Identification of programs for Latino audiences as a priority under the Extension Strategic Directions Plan, and
- A 4-H Specialist Position dedicated to supporting outreach, training, and information-sharing efforts in the counties

From: Beverly B. Hobbs. Outreach to Latino Audiences: Perspectives from the State Level. at Cooperative Extension and California's Latino Communities: Is there a Partnership in Our Future? Fifth Annual California Communities Coordinating Conference. June 8, 2005. UC Davis.



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