



Project Outline

The *Listos* program was developed to fill a void in the area of Spanish-language disaster preparedness education, both locally and nationally. The mission of *Listos* is to provide Spanish-speaking populations with information about the importance of disaster readiness that includes the sharing of preparedness skills and information with family and friends. The *Listos* curriculum emphasizes targeted recruitment and Spanish-language presentations tailored to the specific cultural and linguistic needs of Latino communities.

The core of the *Listos* design is based on building sustainable relationships and partnerships with local businesses, community leaders, and non-profit organizations. In doing so, *Listos* is able to provide valuable disaster awareness information to vulnerable populations while simultaneously helping those same populations to become familiar with public services available to them. The *Listos* methodology draws from lessons learned through a variety of widely-distributed disaster preparedness education tools as well as the best practices of other non-English speaking public education initiatives.

Funding Source

California Office of Emergency Services

Program Model

The *Listos* program uses a grassroots, flexible approach to obtaining entry into both formal and informal trusted networks, becoming part of that network and delivering information through an established trust. *Listos* utilizes proven elements from other programs, such as *Promotores*, and has made a conscious effort to partner with organizations and/or community leaders that already have established relationships with the target population. *Listos* participants are provided with basic tools to increase resilience of not only themselves and their families, but also their neighbors, peers, and extended community.

The information provided to participants is done in a culturally appropriate, hands-on discussion format with minimal handouts that are visually oriented. This decision was intentionally made to allow participation for anyone who may be illiterate, but also to fit the cultural needs of delivering messaging through word-of-mouth and oral communication. After participating in *Listos* discussions, participants are encouraged

to participate in other opportunities to learn more through the American Red Cross training programs and/or through their jurisdictional Community Emergency Response Team Training (CERT).

The Listos curriculum consists of 8 hrs. of training, usually done in 3 or 4 consecutive sessions. The Train the Trainer workshop consists of 16 hrs. of training, done in 2 consecutive sessions.

Program Sustainability

During each session the participants learn fundamental basic disaster preparedness skills, meet representatives from local agencies and the resources available to them in times of disaster, and are empowered to reach out to emergency services providers. Participants are asked to complete homework assignments, including sharing what they have learned the previous week with one other person, and/or bringing a family member or friend to the following week's class.

The important message of preparedness is expected to be spread throughout the community via word-of-mouth, within each individual's social network, creating a "ripple effect" that will be assimilated into the community. Each week's class will begin with the collection of "homework" including information about their experience in peer-to-peer teaching/sharing of what they learned the previous week.



This assures the sustainability of the program and continuity within the community. The format will allow teaching and learning to happen in a culturally appropriate-way, more conversationally from family member to family member.

By partnering with community-based groups, and non-profit organizations as hosting partners that have already established trust, *Listos* will be able to quickly and effectively reach out to community members. Based on the culturally-sensitive model, sustainability of the program will be reached by identifying community leaders and *Listos* participants, then inviting them to take a *Listos* Train-the-Trainer (TTT) course. Following completion of the *Listos* TTT course, the new instructors will be asked to promote future *Listos* trainings and identify groups or individuals who would be interested in participating in upcoming *Listos* workshops.

Program Evaluation

Success of the *Listos* program will be monitored by tracking the number of participants and community members who participate in the *Listos* discussions, the number of people the students share information with as part of their "homework assignments," and the number of instructors trained and recruited. Future *Listos*

Trainers will also be required to track their contacts with community members.

Evaluation criteria for each workshop will include:

- Baseline survey (Session 1);
- Completion of weekly assignments;
- Family Communication Plan;
- Copies of important documents;
- Demonstration of ability to locate and turn-off utilities (such as gas and electrical);
- Participants willingness to share information with family and friends (tracked);
- Increase in attendance each week (tracked);
- Participants identify/recommend groups for future training sessions;
- Identification of future *Listos* volunteers and trainers;
- Final survey; complementary to baseline survey and
- Instructor evaluation.

This data, along with key information on the approach and strategies in implementing a statewide program, will be compiled and presented as a final, year-end deliverable.

Community Networks

One of the key components of the *Listos* program is plugging into already established community networks. This has been identified as anything from a neighbor who has an established and trusted relationship with his/her neighbors, to a community organization which aims to provide resources to under-served, Latino populations. In addressing the programmatic objectives, it has been a conscious effort to reach out to individuals and organizations that can also speak to any of the areas and topics covered by the *Listos* curriculum and invite them to co-present in the discussion. Not only will this reinforce the topic and give credibility to what participants are learning, but it will also allow for the introduction of another network, another resource, or another community member for both the participants and the organization or leaders. This method has been utilized not only for the instructional discussions, but also for publicity and program development. Working closely with community leaders from community-based organizations, non-profits, emergency management, and media is critical to the success of *Listos*.

Community Leaders

The grassroots approach that *Listos* employs relies heavily on the identification of community leaders who are connected to networks, both formal and informal, within

the Spanish-speaking population. In developing a relationship with each of these leaders, access to the network is granted and results in more credibility and trust between the *Listos* program and the community members. It is through this dynamic and the championing of disaster preparedness that the program hopes to continue spreading from one social network to another. Latino communities are tight-knit and through “comadrisimo,” or socializing and storytelling, word travels quickly.

The program is offered completely free of charge and is brought to your area with all materials and supplies included to get your program started.