RESPONSE #127919125 SUBMITTED ON 02/15/2019 04:13:25 PM
2019 Florida Health Literacy Initiative - Grant Application

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>InterCultural Advocacy Institute (ICAI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Name</td>
<td>Hispanic Outreach Center</td>
</tr>
<tr>
<td>Address</td>
<td>612 Franklin St</td>
</tr>
<tr>
<td>Contact Person (Name and Title)</td>
<td>Jaclyn Boland, CEO</td>
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<td>Phone</td>
<td>727-445-9734</td>
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<td><a href="mailto:jboland@hispanicoutreachcenter.org">jboland@hispanicoutreachcenter.org</a></td>
</tr>
<tr>
<td>Website</td>
<td>hispanicoutreachcenter.org</td>
</tr>
<tr>
<td>Organization Type (select one)</td>
<td>Nonprofit Community-based Organization</td>
</tr>
</tbody>
</table>

**Program Details**

<table>
<thead>
<tr>
<th>Organization's total operating budget (school districts and community colleges may use the adult education program budget.)</th>
<th>803,356</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does your organization charge a fee for instructional services?</td>
<td>No</td>
</tr>
<tr>
<td>Number of adult ESOL and/or family literacy students provided instruction during fiscal year 2018</td>
<td>85</td>
</tr>
<tr>
<td>Number of volunteers (if none, enter &quot;0&quot;)</td>
<td>7</td>
</tr>
<tr>
<td>Number of paid instructors (if none, enter &quot;0&quot;)</td>
<td>0</td>
</tr>
<tr>
<td>Number of students to be provided with instructional services under this grant</td>
<td>50</td>
</tr>
<tr>
<td>Are you a 2018 recipient of this grant?</td>
<td>No</td>
</tr>
<tr>
<td>County or counties served by this grant</td>
<td>Pinellas</td>
</tr>
</tbody>
</table>
InterCultural Advocacy Institute History

The Hispanic Outreach Center was created in 2000 in partnership with the Clearwater Police Department in Clearwater, Florida. It is an award-winning partnership that has earned national attention in an era of controversy over immigration policy and practices.

In 2000, the Hispanic population in Clearwater was officially 9% (Census 2000), but local officials estimated the number to be more like 14%, and growing. This community was largely an immigrant one, and mainly from Mexico. Beyond that, the Mexican immigrants came mainly from the State of Hidalgo – a diaspora fueled by a collapse of the agricultural economy in the Mexquitel Valley.

The City of Clearwater joined with the YWCA of Tampa Bay to fund a new project with federal Weed and Seed funds, providing victim advocacy and interpreter services for those Clearwater Police Officers who no Spanish language capacity. The goal was to utilize community policing principles and apply it to a cultural community, and to reach out to help people in an isolated community that was heavily victimized.

With support from the Clearwater Police Department and the Allegany Franciscan Foundation, the Hispanic Outreach Center opened at its current location in November 2002.

Such a close relationship between an immigration center and a police department was viewed skeptically in many quarters. However, the Spanish speaking community began to see that close cooperation between a Victim Advocate and an on-site Police Officer could solve their problems, and the program grew. From 2001 to 2018, more than 58,000 services have been provided.

The Juvenile Welfare Board granted ongoing funding in 2006 to expand the program, implement youth services, and create the Hispanic Leadership Council. The Council is a 30 member, multi-agency collaboration of government, education, social services and the private sector.

In October 2008, the Hispanic Outreach Center incorporated as its own 501-c-3 non profit under the name of InterCultural Advocacy Institute with the vision of a unified, peaceful and engaged community, where all individuals may contribute their talents free of discrimination based on language, race, culture or ethnicity. ICAI is committed to the development of strong families, community engagement, social and economic integration and the education of our diverse community.

Collaborations, Awards and Honors:

2004 | Mutual of America Award for community Partnership (a national award)
2004 | Founding Member of the Clearwater Area Task Force on Human Trafficking
2010 and 2011 | Nominated for Peace and Freedom Award from WMNF
2013 | Winner of the Liberty Bell Award (highest honor given to a non-lawyer) from the Clearwater Bar Association
2008 – 2016 | Trainer in Human Trafficking for the Regional Community Policing Institute (CEO)
2000 – 2012 | Advocate and Executive in Homeless Leadership Network / Pinellas County Coalition for the Homeless, winner of 2008 President’s Award for advocacy and service (CEO)
2012 | featured in “Engaging Police in Immigrant Communities: Promising Practices from the Field”, a research publication by the VERA Institute of Justice, New York, as an exemplary Police/Community partnership in service to immigrant communities
2014 | Advocated for in-state tuition for certain undocumented students, which was passed by the Florida Legislature and became effective July 1, 2014.

2015 | Advocated for the adoption of the Pinellas County Wage Theft and Recovery Ordinance, which was passed in November 2015

2017-18 | Led a multi-agency collaboration to provide food, supplies and needed services for Puerto Rican residents fleeing in the aftermath of Hurricane Maria

2018 | Winner of PEMHS “Bethe1two” Community Affairs Award

Needs Statement

The Hispanic/Latino population in Pinellas County is between 9 – 10% (9.7%, 2018 US Census). This has grown from 2000 when only 4% of the population was Hispanic and will continue to grow every year.

The Hispanic Outreach Center has two sites, Clearwater and Tarpon Springs, to serve this growing population. These sites were identified due to their high percentage of Hispanic residents. In Clearwater specifically, the Hispanic/Latino population is around 14 – 15% of the total population and in Tarpon Springs, it is between 9 – 10% (US Census).

Of those served, 79.24% of families had a household income of $30,000 or less, of those 33% have an average household income of less than $10,000 (JWB). The majority of households we serve are single-parent female head of household (42.52%), followed by dual parent married household (34.69%). Of the adults served, the majority are female (89%) and more than half did not receive a high school diploma (53%).

The ethnic background of HOC clients are Mexican (57%), followed by other Latin American countries (i.e. Venezuela, Colombia, Cuba) (22%) and Puerto Ricans (20%), which increased after Hurricane Maria hit in September 2017.

HOC clients live in a state of continual stress. This is stress from their socio-economic status, legal status (fear of deportation, lack of access to benefits), work life (long hours at low-paying jobs), home life (overcrowding / inadequate housing), and language barriers (misunderstanding, lack of information, isolation).

After Hurricane Maria and unrest in other Latin/Central American countries, there have been many immigrants newly arriving to Pinellas County. The Hispanic Outreach Center assists them with assimilating and acculturating to the mainstream. One of the first barriers and stressors that our clients have is the language issue.

Even still, as a newly arrived immigrant with limited English, navigating the health systems is harder still. One of the biggest needs and gaps for HOC clients is a connection with a health care facility or provider. Therefore, many clients are reactive, rather than proactive toward their health.

Objectives

- Provide health literacy classes to improve clients English vocabulary with health words
- Teach students through skill-building by cooking healthy recipes
- Improve knowledge of health for students and their families
**Project Description**

The integration of the Staying Healthy Curriculum into the already existing ESOL classes at both Hispanic Outreach Center sites (Tarpon Springs and Clearwater) would provide students with specific health language and knowledge of health in the United States through hands-on teaching of cooking healthy recipes.

The outcomes desired from this project are to help adults be proactive in the health of themselves and their families through the English language.

The project will integrate the Staying Healthy curriculum into the adult ESOL classes run at the Hispanic Outreach Centers (Clearwater and Tarpon Springs sites).

The classes will run for 8 weeks and there will be two sessions: one 8-week session in CLW and one 8-week session in Tarpon Springs site and will follow the format below:

- Half hour with literacy + vocabulary
- Hour of cooking

Each site will include a field trip to the destination chosen by the students. This would include a local health center, grocery store, pharmacy, or other.

The end goal of sessions will be to create a bilingual recipe book comprised of recipes from the students based on their country of origin.

**Collaboration and Partnerships**

The primary collaboration and partner on this project would be the Literacy Council of Upper Pinellas.

The Literacy Council of Upper Pinellas (LCUP), a non-profit organization dedicated to increasing the adult literacy level in Upper Pinellas, has educated over 1100 adults since 1988 through its all-volunteer program.

They provide the tutors for our adult ESOL classes at both sites. These tutors would be instrumental in planning and teaching the Staying Healthy Curriculum.

More information is available on their website: [https://lcup.net/](https://lcup.net/)

Additionally, the cooking classes (including recipes and healthy foods) would be lead and provided by the UF-IFAS Extension for both sites.

More information is available at their website: [https://familynutritionprogram.org](https://familynutritionprogram.org)

Furthermore, ICAI runs the Hispanic Leadership Council, a community partnership of over 20 organizations responding to the needs of a changing Hispanic/Latino population through public education, advocacy, enhanced services, and elimination of barriers for the betterment of the entire community. The Council meetings monthly and focuses on five key areas: advocacy and information (wage theft), ESOL (Gabe Cazares Memorial Scholarship Fund), diversity (annual “Embracing our Changing Community” Conference), and health (annual Make a Difference Day Community Health Fair).
Recognition

The InterCultural Advocacy Institute (ICAI) will recognize the Blue Cross and Blue Shield of Florida in the marketing materials printed to advertise the program.

Additionally, the InterCultural Advocacy Institute will give recognition to Blue Cross and Blue Shield of Florida as well as the Florida Literacy Coalition through Facebook posts of: students in class, success and impact stories, and field trip students take.

Timeline

Planning | 1 month
Planning will be inclusive of tutors to ensure the success of the project

Training | 2 weeks
Training will be provided for tutors and HOC staff on the objectives, lessons and evaluation of the project.

Session 1 | 8 weeks in Clearwater site

Session 2 | 8 weeks in Tarpon Springs site

Follow-Up | 3 months after end of session

Evaluation

This project will be evaluated through a survey by participants at the end of their eight-week session. This will be qualitative and quantitative to best understand the impact of the course on the students. Furthermore, we will survey the students again three months later to gain a deeper understanding on the impact on their health behavior.

Budget

Please see budget attached in application for the breakdown of the project budget.

The HOC provides transportation to clients, as this is a major barrier to services. Many HOC clients are low-income and do not have access to a car. Through providing transportation, families are able to fully participate and enjoy in the trips without added stress. Part of the grant we are applying for, if awarded, will be used for client transportation on field trips.

Other costs related to the grant are supplementary materials such as kitchen implements, food supplies and containers as well as printing costs for curriculum, worksheets, etc. Additionally, funds would support training of tutors provided by LCUP on the Staying Healthy curriculum.

The final goal of the ESOL classes will be to produce a bilingual recipe book that will contain recipes of Hispanic multi-cultural origin that the clients from both Clearwater and Tarpon Springs sites will be creating themselves.
# InterCultural Advocacy Institute

## Florida Literacy Coalition

### Health Literacy Grant

<table>
<thead>
<tr>
<th></th>
<th>Clearwater</th>
<th>Tarpon Springs</th>
<th>Requested Amount</th>
</tr>
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<tbody>
<tr>
<td><strong>Income:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florida Literacy Coalition</td>
<td>2900</td>
<td>2100</td>
<td>$ 5,000</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$2,900</strong></td>
<td><strong>$2,100</strong></td>
<td><strong>$ 5,000</strong></td>
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|                     |            |                |                  |
| **Expenses:**       |            |                |                  |
| Participant Expense | $1,300     | $1,000         | $ 2,300          |
| Training            | $300       | $200           | $ 500            |
| Copying / Binding / Printing | $1,100 | $750           | $ 1,850          |
| Operating Expenses  | $200       | $150           | $ 350            |
| **Total Expenses**  | **$2,900** | **$2,100**    | **$ 5,000**      |
Project Summary:

The InterCultural Advocacy Institute (ICAI) is a 501-c-3 non-profit organization committed to the development of strong families, community engagement, social and economic integration and the education of our diverse community.

ICAI operates the Hispanic Outreach Center in Pinellas County, the first and only Center providing bilingual (Spanish-English) services. The main purpose of the Institute is to assist immigrants from Spanish speaking countries residing in Pinellas County to adapt to the mainstream of community life in the United States. To date, more than 64,000 services have been provided to over families and youth.

ICAI is requesting support in the amount of $5,000 to teach our adult ESOL students at two Hispanic Outreach Center sites (Clearwater and Tarpon Springs) health literacy education through the Staying Health Curriculum. The goal of this project is to improve the health language and knowledge for newly arrived adult ESOL immigrants and their families in Pinellas County. This will be achieved through the integration of the Staying Healthy curriculum, coupled with hands-on cooking classes, into existing adult ESOL classes. The funds requested would specifically support this project for: 1.) printing costs related to the project (including a bilingual recipe book) 2.) educational materials costs and 3.) tutor training on curriculum.

February 15, 2019

Primary Contact:
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www.hispanicoutreachcenter.org